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For more information contact:
Beth Scott
562- 296-9516
beths@cbpmail.net

**CEG-LITE COMMERCIAL 100% SOLIDS EPOXY GROUT FROM CUSTOM
WITH CUSTOMLITE TECHNOLOGY SETS NEW STANDARDS
IN PERFORMANCE AND HANDLING**

Heavy Duty Performance in a Lightweight Epoxy Grout

SEAL BEACH, Calif. – January 3, 2011 – Custom Building Products, a trusted leader in grout solutions, announces its CEG-Lite™ Commercial Epoxy Grout, a lightweight 100 percent solids epoxy grout. Formulated with CustomLite® Technology, CEG-Lite represents a major breakthrough in epoxy technology, delivering the high stain and chemical resistance professionals expect, combined with handling characteristics and versatility that far surpass other epoxy grouts.

CEG-Lite Commercial Epoxy Grout is formulated with the same recycled content found in Custom's other lightweight setting and grout materials, making it the first 100 percent solids epoxy grout that contributes to LEED certification based on recycled content. The introduction of CustomLite's lightweight recycled aggregate gives CEG-Lite a smoother, creamier consistency that flows easily into grout joints and works effectively on vertical applications without additives.

"Custom made the industry's first major advances in lightweight grout using recycled materials with Prism SureColor® grout, which met with unprecedented praise and enthusiasm from professionals. Now, with CEG-Lite, we have raised that bar even higher, giving tile contractors an epoxy grout that out-performs traditional epoxies and handles more like cement-based grouts," said Tom Carroll, product manager, Custom Building Products.

“CEG-Lite works on vertical joints without additives that can typically create a stiff, tar-like consistency that is fatiguing and frustrating to work with. CEG-Lite is so easy to use, many tile professionals are considering it for countertops, bathrooms and other non-traditional applications.”

It is color-fast, delivers uniform color, and can be used for horizontal or vertical grout joints ranging in size from 1/2-inch down to 1/16-inch, without sagging or slumping.

"CEG-Lite saved us time and money simply by the ease of spreading, easy clean-up, and not having to go back to fill in low spots the next day," said Marc Lucas, project manager, The Linoleum Shop.

Because of its high strength and extreme resistance to acids, alkalies, solvents and other chemicals, CEG-Lite is ideal for heavy-duty applications such as chemical or food processing plants, or locations such as restaurants and hospitals that maintain clinical sanitation with harsh cleaning methods that can erode mortar and grout joints. CEG-Lite exceeds ANSI 118.3, and can be used with virtually any type of tile including ceramic, porcelain, glass, mosaic, Saltillo, brick, pavers, natural stone and even green marble.

For convenience and reduced waste, CEG-Lite is sold in both 1- and 2-gallon sizes, each packaged in over-sized containers to facilitate mixing. CEG-Lite is available in 18 shades, which correspond with Custom's popular Polyblend® Grout colors, and is protected by Custom's exclusive lifetime warranty when used as part of a qualifying system. CEG-Lite will be available January 3, 2011.

About Custom Building Products

Custom® Building Products is widely recognized as a leading manufacturer of tile and stone installation systems for the North American market. The company's product brands, including WonderBoard®, Prism® SureColor® and Polyblend® grouts, a comprehensive line of lightweight mortars, TileLab® and AquaMix® maintenance products, and SuperiorBilt® tools are considered the most popular and most trusted by industry professionals. Custom Building Products continually raises the standards for the tile and stone industry

through its commitment to innovation, performance and exceptional customer service.

For more information on the company's broad family of quality tile and stone installation products, please call (800) 272-8786 or visit

www.custombuildingproducts.com.

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