



Ply Gem Introduces Ply Gem Stone, formerly United Stone Veneer by Ply Gem

Key messages:

- Ply Gem announces the rebranding of United Stone Veneer by Ply Gem to Ply Gem Stone at the 2010 International Builders' Show.
- Builders and remodelers can turn to Ply Gem for complete product package including siding, windows and the fastest growing stone veneer category.

Cary, N.C. (January 19, 2010) – Maintaining the company's commitment to building success for customers through quality products, service, reliability, selection, innovation and sustainability, Ply Gem today announced the rebranding of its United Stone Veneer division to Ply Gem Stone. The new name for Ply Gem Stone reinforces the concept that Ply Gem as a single company offers a complete solution for various home building needs, such as stone veneer, windows, siding and accessories.

"We are excited about the changes within the brand and our goal is to make this transition as seamless as possible for our customers so everyone can begin reaping the benefits immediately," said David Barrett, president, Ply Gem Stone. "Rest assured that we will continue to deliver everything that our customers have come to expect from United Stone Veneer."

The rebranding effort includes a new Ply Gem Stone logo, Web URL, marketing materials and product packaging.

"The new Ply Gem Stone name and familiar logo reiterates to our customers that Ply Gem is one cohesive company for all of their building solutions," said John Wayne, president, Ply Gem siding group.

Ply Gem formally announced the acquisition of United Stone Veneer at the 2009 International Builders' Show, and at this year's show reintroduces the division as Ply Gem Stone. United Stone Veneer opened its doors in 1999 in Middleburg, Penn., and quickly developed into a successful company as stone veneer products became more popular. The stone veneer product category currently ranks fifth among home exterior options. Market trends indicate that stone veneer products are the fastest growing home exterior category and will soon rise to the third most popular option.

Ply Gem Stone offers a broad assortment of manufactured stone and brick veneers in eight styles with more than 38 color options. The styles include Fieldstone, Shadow LedgeStone, LedgeStone, Cut Cobblestone, Cobblestone, RidgeStone, Riverstone and Tuscan Fieldstone.

For more information, please visit www.plygemstone.com or www.plygem.com.

About Ply Gem

Ply Gem, headquartered in Cary, N.C., is committed to helping North America's homebuilders, remodelers, architects, distributors, dealers and retailers do more than build homes. Ply Gem wants to help them build their business. The company offers an unmatched solution to exterior building product needs with a portfolio that includes leading window, door, siding and accessories, stone veneer, fence and rail brands so there is something for every project. Ply Gem siding brands including Mastic[®] Home Exteriors, Variform[™], NAPCO[®], Ply Gem Stone, Kroy, Cellwood[®], Georgia Pacific, DuraBuilt[®], Richwood[®], Leaf Relief[®] and Monticello[®] Columns. Ply Gem Windows manufactures and markets vinyl, vinyl-clad, wood-clad, and aluminum window and patio door brands including Ply Gem[®] Windows, CWD[®] Windows and Doors and Great Lakes[®] Window.

The company's brands are sold through short-line and two-step distributors, pro dealers, home improvement dealers and big box retailers. Ply Gem employs more than 4,400 people across North America. Visit www.plygem.com for more information.

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Contacts:

Ashley Mairs, Gibbs & Soell Public Relations
Tel: 212-697-2600/ amairs@gibbs-soell.com

Kara Marmion, Gibbs & Soell Public Relations
Tel: 212-697-2600/ kmarmion@gibbs-soell.com