



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Weathered Stone™ Launches Bendable Stone Nationwide

Bendable Stone Goes Where No Stone Has Gone Before

January 2007--Fairhope, AL--Weathered Stone™ the World's First Bendable Stone launches product nationwide. Weathered Stone™ is a patent pending hand made stone and leather replica product that can be used to create authentic stone and leather designs on practically any interior surface.

Weathered Stone™ is produced on canvas. The texture is primarily plaster, but has 15 % additives for strength and durability. The product is then cut, cracked, and colored by hand. Weathered Stone™ is manufactured in 22 standard colors, and custom colors are available.

Weathered Stone™ becomes pliable during the installation process, and dries after applied to a solid surface. The result is a sheet of stone that can be molded, bent and shaped around any interior surface. The final step of grouting the seams gives the installed product added depth and texture.

“Weathered Stone™ can be installed over a multitude of surfaces with minimal prep work. We have installed over bare sheetrock, painted sheetrock, textured walls, walls with small holes, wood paneling (without filling in the grooves), cinder block, and brick walls, concrete, plastic laminate, inside cultured marble sinks, metal, and much more”, said Sean Howard, President and inventor of Weathered Stone™.

Weathered Stone™ is manufactured in pre-cut sizes, and can be easily cut down to any size or shape. All adhesives are water based, making installation simple and time efficient.

Certified Weathered Stone Installers

Weathered Stone™ has a network of over 250 Certified Weathered Stone™ Installers nationwide. Certified Weathered Stone™ Installers complete an 8-hour certification course. The training program provides instruction in the following areas: Layout and

Theory of Design, Hands on Techniques, and Cost Estimating. Weathered Stone™ Certified Installers are listed in a database searchable by state or zip code on company website: www.weathered-stone.com.

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2007 Nationwide Weathered Stone™ Installation Courses

Certified Weathered Stone™ Installation courses will be offered in the following cities:

City	Dates
• Nashville, TN	January 17 & 18
• Boston, MA	January 22 & 23
• Philadelphia, PA	January 25-26
• Dallas, TX	February 13-16
• Phoenix, AZ	February 26 & 27
• San Diego, CA	March 1 & 2
• Las Vegas, NV	March 5 & 6
• Denver, CO	March 8 & 9

2007 Weathered Stone™ Home Show Schedule:

City	Dates
• Philadelphia, PA <i>Philadelphia Home Show</i> Pennsylvania Convention Center Authority 1101 Arch Street Philadelphia, Pa 19107	January 21-29
• Houston, TX <i>PACE 2007</i> Adam's Mark Dallas 400 N. Olive Street Dallas, TX 75201	February 9-11

Weathered Stone™—the Company

Sean Howard, President and inventor of Weathered Stone™, traveled the country installing commercial wall coverings and hand painting faux finishes. Howard merged the art of wall covering installation and faux finishing techniques to create Weathered Stone™.

Howard created Weathered Stone™ out of design necessity. Howard was hired to complete a faux finishing job at a Regatta Bay financial center in Destin, FL. “Faux Finishing is time consuming and difficult to repair, said Howard. I wanted a product that wasn’t time consuming to install and could easily be repaired”.

Howard developed Weathered Stone™ to install in less time than a faux finishing application and can easily be repaired.

Howard showed designers an example of the product and they approved. The original design was 30 feet long, overlapped and double cut and intended for a 30 foot wide foyer ceiling. The first piece was too heavy to install. Howard cut the pieces into squares, and created an original stone look.

Weathered Stone™ has been featured in multiple news publications as well as many showcase and parade homes.

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