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CONTACT: Phil Loscoe
401-521-2700, x104
Barbara Catlow
401-822-4100, x268

**DRYVIT RE-BRANDS SYSTEMS UNDER NEW UMBRELLA OF
OUTSULATION SYSTEMS AND ADDS NEW LOGO**



(West Warwick, RI) – Dryvit Systems, Inc. today announced the inception of a plan that will over the next few months link many of their current systems, both commercial and residential, under the Outsulation® brand. A newly designed logo commemorates the decision.

“We are doing this primarily for the benefit of our customers, specifically architects and specifiers” said Tony Stall, Vice President of Marketing and Sustainability. “This greatly simplifies the nomenclature of our system options, and will make it easier to comprehend the differences inherent to each system. Of course, it also capitalizes on the brand benefits inherent in the Outsulation name, since all our systems place insulation on the outside of the wall, where numerous studies show it to be most effective. “

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The full range of Outsulation systems will now include Outsulation[®], Outsulation[®] Plus MD[®], Outsulation MD[®], Outsulation[®] PFP, Outsulation[®] LCMD, Outsulation[®] RMD, and Outsulation[®] SMD. Each system name will be officially phased in as existing literature supplies expire. “It doesn’t make sense economically or environmentally to simply dispose of existing literature; and overall this will take about nine months to implement,” Stall said. “The form and function of all our existing systems will remain the same; it is just the names that are changing.”

Outsulation systems have been proven in government testing to offer much greater energy efficiency and a substantially smaller carbon footprint over the life cycle of the system than competing products such as brick and stucco.

About Dryvit Systems, Inc.

Dryvit is the leading manufacturer of highly energy efficient wall systems that offer a small carbon footprint. Since 1969, Dryvit systems and products have been used on more than 400,000 projects worldwide. For more information about Dryvit systems or products, contact Dryvit at 1-800-556-7752, or on the Web at www.dryvit.com, www.dryvitisgreen.com or www.dryvithomes.com.

Reporters: visit <http://www.nist.gov/> for information on NIST. Vector art of the Outsulation logo is available upon request.