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DRYVIT SYSTEMS LEVERAGED GREEN BUILDING ATTRIBUTES INTO HUGE MARKETING OPPORTUNITY

**Product's selection leads to feature appearance on The Learning Channel's
American Chopper program, created marketing opportunities for Dryvit brand.
The show aired on June 12, 2008 featuring the new Penguin Chopper.**

(West Warwick, RI) – A routine ‘cold call’ by Al Zabbo, Dryvit Field Service Manager and fan of the hit television program *American Chopper*, blossomed into a first-rate marketing opportunity for Dryvit Systems. Zabbo’s initiative, and the ensuing Corporate support, made its television debut on June 12, 2008, when both the new Orange County Chopper (OCC) LEED certified headquarters – clad with Dryvit’s Outsulation Plus MD system – AND their latest fanciful creation – a Penguin Chopper – were unveiled on national television for the first time.

“We are very pleased that OCC not only chose to use our product on their world headquarters, but also that they chose to feature the construction of an innovative penguin chopper on the June 12th episode of *American Chopper*,” said Peter Balint, President and Chief Executive Officer of Dryvit Systems, Inc. “They obviously recognized the contribution our product could make to their goal of a green building, and we saw a great similarity between the creativity and engineering that goes into the custom choppers they create and the design flexibility and engineered performance assured by our Outsulation systems.”



Dryvit President Peter Balint displays the new Dryvit Penguin Chopper built by Orange County Choppers.

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The new Orange County Chopper corporate headquarters, located in Newburgh, NY, features the Dryvit Outsulation® Plus MD system® and Dryvit's TerraNeo® finish. The outstanding energy efficiency and overall small carbon footprint of the Dryvit Outsulation system contributed to achieving one of the project's key goals – LEED silver certification.



Two of the more distinct features on the Penguin Chopper are the diving penguin gas tank and the use of a Dryvit bucket as the air filter on the carburetor.

Before airing, Dryvit sensed that the *American Chopper* audience might align with the demographic footprint of its target audiences, and surveyed their customers on their attitudes towards motorcycles in general, and *American Chopper*, specifically. They found that a high percentage – more than half – owned, or regularly rode motorcycles, and 87% were not only familiar with the

program, but liked it. The program and its stars, the Teutul family, scored well against key audience demographics for contractors, architects and building owners – the primary decision makers in the Dryvit construction cycle.

The success of the program has Dryvit placed among an elite group of organizations that have had choppers built by OCC that include HP, Intel, Microsoft, Lincoln, Caterpillar and the US Army, as well as many others.

“Once OCC selected our product, we began to explore the brand marketing opportunities associated with OCC and how they would resonate with our core audiences,” explained Tony Stall, Vice President of Marketing and Sustainability at Dryvit Systems, Inc. “We entered into discussions with OCC on the basis that there would be a unique and synergistic benefit to both parties through the use of each other’s products.”

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The result of this discussion was the creation of the stylized Dryvit penguin chopper, and OCC's subsequent decision to feature the bike project in the same episode as would focus on the construction of their new, LEED certified, "green" headquarters. In addition to filming at OCC, the Teutuls also shot footage at Dryvit's Rhode Island world headquarters and at the Mystic (CT) aquarium's penguin display. Topping off the video production process was a May 3rd appearance at the AIA Show in Boston to unveil the chopper in front of hundreds of admiring architects.

"It all came together on June 12" said Balint, "This episode, in a top ten television, prime time spot, clearly demonstrated that Dryvit has both national recognition and acceptance as a major player in the construction marketplace. It also reflected the contributions made by



many within the Dryvit organization to our growth and success – and the entrepreneurial spirit fostered by our parent company, RPM. Most of all, in addition to the outstanding marketing opportunity for our Company, the project was fun for everyone involved."

Special inlaid penguin logos adorn the wheels on the Dryvit Penguin Chopper.

The Dryvit penguin chopper will be featured in numerous trade shows and other marketing opportunities around the nation over the coming year.