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FOR IMMEDIATE RELEASE
10 March 2003

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DRYVIT OFFERS LISTED EIFSmart CONTRACTING FIRMS

\$500 IN FREE PRODUCT FOR ‘DOING IT RIGHT’

Dryvit support of AWCI’s “Doing It Right” and EIFSmart Programs based on belief of importance they play in improving application standards for industry

(West Warwick, Rhode Island) Underscoring its support of improving EIFS industry standards and furthering the industry’s highest installation standards, Dryvit Systems, Inc. announced today that it would reward all Dryvit-listed contracting firms that achieve the AWCI EIFSmart Contractor designation with \$500 in free Dryvit products.

The free product offer applies to all Dryvit-listed contracting firms that meet the current AWCI criteria of having at least one professional (office) and one technician (field) who has successfully completed the AWCI “Doing It Right” EIFS training course. Contracting firms that meet that criteria are considered by AWCI to be an EIFSmart firm.

“Dryvit continues to support the EIFS industry in attaining the highest standards in all that we do,” said Peter Balint, President and Chief Executive Officer of Dryvit Systems, Inc. “The AWCI EIFSmart Program is a perfect example of the role increased training and continuing education can play in overcoming some of the false and negative perceptions that exist relative to the EIFS industry. Dryvit fully supports AWCI in its effort to elevate the standards of our industry and would like to reward those contracting firms who have demonstrated an understanding of the importance training plays by committing their time and resources to the program,” Balint said.

MORE

Any Dryvit-listed contracting firm that achieves the EIFSsmart designation can fax a copy of their AWCI certificate to Dryvit at 1-401-822-1980, attention Kim Crispino. Dryvit will then send the qualifying contracting firm a product voucher for \$500 in free product. Qualifying firms can chose from Genesis DM™, Genesis DMS™, Rapidry 35-50™, Rapidry 50-75™ or **E**™ Finishes by redeeming the voucher at their local independent Dryvit distributor.

In addition to rewarding qualifying Dryvit-listed firms with free products for achieving the EIFSsmart designation, Balint believes that there are other significant benefits to the EIFSsmart certification. “In this day and age when insurance issues continue to be problematic for some firms, an EIFSsmart designation gives contracting firms some traction in making a case with insurance carriers that the potential liability risk to the insurer is minimized,” Balint said.

For more information on the EIFSsmart contractor program, visit www.awci.org.