



SPEC MIX BRICKLAYER 500[®] PRESS RELEASE

KEEP GOING. KEEP MOVING. KEEP WORKING.™



DATE: 1/17/09

FOR IMMEDIATE RELEASE:

FROM: SPEC MIX[®], Inc.

Contact: Jeff Farmakes, 651-905-8109 - for more information regarding this event.

Oklahoma holds first SPEC MIX BRICKLAYER 500 Regional competition of the 2008 season.

TULSA, OK—The 2008 SPEC MIX BRICKLAYER 500 Regional competitions started off in Tulsa, Oklahoma, on May 9, at the regional SPEC MIX licensee, Ash Grove Packaging. There was an excellent turnout of top masons from the Oklahoma area to vie for a competition spot in the National competition held in Las Vegas, Nevada on February 4, 2009. There they will compete for over a \$100,000 in cash and prizes. It was a sunny spring day as the masons gathered to compete to be the best to construct a 26 ft. double wythe wall during the hour long time frame.

Last year's Regional winner, mason Jeff Neely, Jeff's Masonry, Centerton, Arkansas, and his tender Paul Harrison took first place again this year with a 657 brick performance. The SPEC MIX TOP CRAFTSMAN award went to the same team in a rare double win. Congratulations to Jeff and Paul on this accomplishment!

Results:

First Place

Mason- Jeff Neely

Tender- Paul Harrison

Contractor- Jeff's Masonry, Centerton, AR

Brick Count - 657

SPEC MIX TOP CRAFTSMAN

Mason- Jeff Neely

Tender- Paul Harrison

Contractor- Jeff's Masonry, Centerton, AR

Brick Count – 657

Established to showcase the skill and craftsmanship of masonry, the general description of the competition is as follows: The contest requires all masons to meet the quality standards of the event. They have 60 minutes to complete their 26 foot, double wide brick wall. The competition has four awards, 1st, 2nd, and 3rd place are based on the highest brick count meeting the quality standards. The 4th award, the SPEC MIX TOP CRAFTSMAN® is for the most sellable wall. This award is the second most coveted award at the event, and has the second highest award purse.

For more details about this event go to www.specmixbricklayer500.com This is the web site that will offer a FREE, LIVE webcast connection of the 2009 SPEC MIX BRICKLAYER 500® National while it is being held in Las Vegas. Broadcast coverage will begin one half hour before the start of the competition which will start Wednesday, February 4, 2009, at 11:30 AM PST, 12:30 PM MST, 1:30 PM CST, 2:30 PM EST, and 7:30 PM London time.

NOTE USE OF TERMS: Please respect all legal trademarks for trade use. In print, the correct way to refer to the competition event is the 2008 SPEC MIX BRICKLAYER 500® National, case use as shown. The award titles for SPEC MIX TOP CRAFTSMAN®, and SPEC MIX TOUGHEST TENDER®, should be in all caps followed by the word, "award." When writing about our corporation the correct way to write our corporate name is SPEC MIX®, Inc., if referring to our brand the correct way is SPEC MIX® The ® mark should always be used on the 2008 SPEC MIX BRICKLAYER 500®, and SPEC MIX®, Inc., the first time either term is used in body copy and always used when either term is in a headline or sub-headline. If being used for mass media news or editorial use, we ask that the full term be used at least once at the beginning of the article, thereafter, "event or competition" would be acceptable terms. Please do not cut, rename or edit the legal trademark of the event so as to maintain the legal brand name and its integrity. If you have any questions regarding this event, need images, video footage or logos, contact the name listed below.

For further information about this press release contact:

Jeff Farmakes

SPEC MIX®, Inc.

Marketing Communications

O 651-905-8109

C 612-750-2924

E jfarmakes@specmix.com

SPEC MIX®, Inc.

2025 CENTRE POINTE BLVD

MENDOTA HEIGHTS, MN 55120