

NEWS

From America's Green Building Products Leader™

IMMEDIATE Release
July 20, 2007

Veteran Building Products Sales Executive Is Homasote Company's New Director of Sales and Marketing

West Trenton, NJ -- Gordon Pealock, a veteran building products sales executive, has joined Homasote Company, America's Leading Green Building and Packaging Products Manufacturer™ as Director of Sales and Marketing, CEO and Board Chairman Warren Flicker announced.

A Georgia native now residing in Phoenixville, Pennsylvania, Pealock has led sales management and business development efforts for James Hardie Building Products and USG Building Systems in Pennsylvania, and AlSCO Metals Corporation in North Carolina.

Pealock was graduated from Georgia Institute of Technology with a Bachelor of Science degree in Management and a minor in Construction Development. His forte` has been leveraging technology to help analyze markets and identify sales opportunities for the sales forces he has directed.

"Gordon has nearly two decades of sales and management experience with a heavy emphasis on technical analysis and competitive intelligence and he's bringing it to Homasote Company at a perfect time," said Craig Stiffler, COO and President.

"The sea change of green building across the country and all its ramifications has put new focus on our sound control, interior panel, roofing, and concrete forming and expansion joint products. Beginning with 440 SoundBarrier® and its 98 percent post-consumer content, Homasote Company's environmentally friendly products, are enjoying growing recognition by architects, builders, property owners, and public facility managers," Flicker said. "Our recent selection by Home Depot as its exclusive sound-control panel for Northeast stores will also help to spread the word about Homasote®."

Pealock now is traveling extensively, meeting with the Company's sales force across the U.S. as he begins to develop plans to bring sales and customer satisfaction to new levels, Stiffler said.

(More)

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About Homasote Company

Homasote Company (<http://www.homasote.com>) is America's Leading Manufacturer of Green Building Products™, the oldest manufacturer of building products made from recycled material in the U.S., and one of only two facilities in the world manufacturing building products from recycled, molded post-consumer paper. Each year we convert 80,000 tons of post-consumer paper into unique environmentally friendly, structural, sound control building products and industrial packaging. Our 750,000-square-foot facility in West Trenton, New Jersey is the only manufacturing plant of its kind in the Americas and one of only two of its type in the world.

Forward-Looking Statements

This news release may contain forward-looking statements that reflect management's current views of future events and operations. These forward-looking statements are based on assumptions, external factors and other risks. Actual results could differ materially from these forward-looking statements.

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Editors: A 300 DPI head shot of Gordon Pealock is at
<http://www.homasote.com/gordon>.

Broadcasters: Gordon Pealock's last name is pronounced "Pay-Lock."

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