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FOR IMMEDIATE RELEASE:

LaHabra Introduces NTS – New Technology Stucco
The Greatest Stucco Innovation in Over 80 Years

Anaheim, CA (March 24, 2008) – LaHabra, a leading producer of quality stucco since 1926, today announced the launch of NTS – New Technology Stucco to their family of products. NTS incorporates Dust Less Technology, the greatest innovation in stucco formulation in over 80 years. This specially formulated product is easier to apply and environmentally responsible, creating healthier working conditions, less dust and less mess than other stucco finishes.

- “Dust Less” Technology for Healthier Working Conditions
- Less Mess, Faster Clean-up
- Less Water, Reduces Shrinkage
- Easier to Spread
- Longer Open Time

“We are very excited about NTS ... said Jamie Makuuchi, Director of Marketing. Once an applicator tries New Technology Stucco they will never want to use any other stucco again!”

This reformulation in stucco makes NTS easier to spread than traditional stucco. Its smoother consistency goes on the wall with ease allowing the applicator more control over application and reducing arm fatigue experienced.

With the environment in mind, NTS was developed to reduce the amount of dust produced when mixed. The reduction of sediment in the air helps to ensure a healthier and cleaner working environment. NTS also requires less water during the mixing process reducing the impact on natural resources.

“I was able to work on the wall for a longer period of time using less water. The dust from NTS was minimal which made it easy to keep off of the neighbor’s house and cars. It was cold and windy but NTS still performed!” – Scott Marcy, Captain Artisan Plastering

NTS - New Technology Stucco is the latest in the line of quality products from LaHabra. A continuing tradition of innovation and manufacturing excellence is one that LaHabra is proud of. Adhering to strict ISO 9001-2000 guidelines LaHabra delivers quality products made from the highest quality raw materials.

The dust has settled. The choice is clear. NTS – New Technology Stucco

About LaHabra

LaHabra Stucco is a division of ParexLahabra, Inc., the US based parent company of leading building material brands; Parex, La Habra, El Rey, Teifs, Surewall, Mer-Krete and Mer-Ko. Under these brands ParexLahabra, Inc. manufactures EIFS, stucco, acrylic finishes, tile-setting and waterproofing materials for the construction of commercial, institutional and residential buildings. The 2002, ISO 9001-2000 certification helped to substantiate ParexLahabra, Inc. as a leader in the building materials industry with over 150 years of combined experience in the US construction industry. For more information regarding ParexLahabra visit www.parexlahabra.com.

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