



## FOR IMMEDIATE RELEASE

**Contact:**

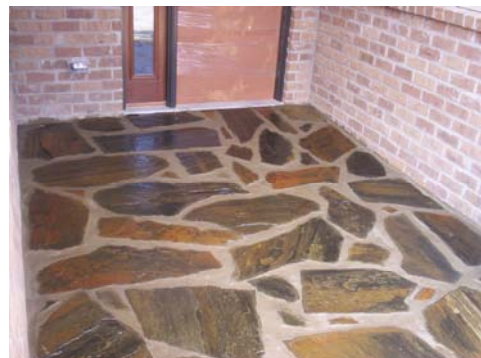
Will Haraway  
Weber Shandwick Worldwide  
(404) 266-7596  
[wharaway@webershandwick.com](mailto:wharaway@webershandwick.com)

Brett Willi  
Weber Shandwick Worldwide  
(404) 266-7501  
[bwilli@webershandwick.com](mailto:bwilli@webershandwick.com)

### QUIKRETE® CONCRETE FEATURED ON PREMIERE PROJECT OF “EXTREME MAKEOVER: HOME EDITION”

*Fast-Setting Concrete and Acrylic Sealer aided in Transformation of Nashville-area home*

**ATLANTA (Oct. 17, 2005)** – The QUIKRETE® Companies supplied professional grade concrete and sealant used in the transformation of a Clarksville, Tenn. home on ABC’s home-makeover reality show “Extreme Makeover: Home Edition.” The renovation of the Nashville home was featured in the premiere episode of 2005, airing on Sunday, September 25. The use of QUIKRETE® concrete and sealant supports the show’s unification of functionality and craftsmanship in its use of products to accommodate the special needs of families.



Sixty-four 50-pound bags of QUIKRETE® Fast-Setting Concrete Mix were used in the setting of fence posts to frame the backyard area. To ensure the protection of another backyard feature, a beautiful flagstone pathway, the crew also used 25 gallons of QUIKRETE® Acrylic Concrete Sealer.

--more--

**The QUIKRETE Companies Inc.**

One Securities Centre  
3490 Piedmont Road, Suite 1300  
Atlanta, GA 30305  
404.634.9100 • 404.842.1424 Fax • [www.quikrete.com](http://www.quikrete.com)



“The QUIKRETE® Companies were proud to donate products to help ‘Extreme Makeover: Home Edition’ continue to build homes for deserving families,” stated Dennis Winchester, QUIKRETE® executive vice president. “Such a job demanded superior materials to which our line of professional-grade products responded wonderfully. By providing QUIKRETE®’s recognized tradition of high-quality products and service to our customers, we make any project around the home or on the job user-friendly.”



QUIKRETE® Fast-Setting Concrete Mix is composed of fast-setting cements, sand and gravel designed to set hard within approximately 20 to 40 minutes, saving time and energy in the installation of the fence posts. The properties of the concrete mix allowed the show’s crew to condense four months of work into seven days in order to complete the home-conversion. In addition, QUIKRETE® Professional Grade Sealant provided a water resistant clear coating for the stone walkway. The sealer gives the flagstone longevity and results in a polished semi-gloss sheen that will be aesthetically appealing for years. Both products require no maintenance, enabling the Nashville family to enjoy their beautiful new home with reduced upkeep.

### ***The QUIKRETE® Companies***

The QUIKRETE® Companies are the largest manufacturers of packaged concrete in the United States and an innovative leader in the commercial building and home improvement industries. With more than 80 manufacturing facilities in the United States, Canada, Puerto Rico and South America, The QUIKRETE® Companies have unsurpassed product distribution and depth. The QUIKRETE® Technical Center ensures that professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For additional information on QUIKRETE® or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

###

**The QUIKRETE Companies Inc.**

One Securities Centre  
3490 Piedmont Road, Suite 1300  
Atlanta, GA 30305  
404.634.9100 • 404.842.1424 Fax • [www.quikrete.com](http://www.quikrete.com)

