



Contacts:

Chad Corley
The QUIKRETE® Companies
(404) 634-9100
ccorley@quikrete.com

QUIKRETE®, PAVESTONE®, CUSTOM® BUILDING PRODUCTS HIT PRIME TIME HOME FREE PREMIERES WEDNESDAY, JULY 22 (9:00-10:00 PM ET/PT) ON FOX

ATLANTA (July 21, 2015) – Catch [QUIKRETE®](#), [Pavestone®](#) and [Custom® Building Products](#) on [HOME FREE](#), FOX’s new unscripted competition series featuring couples vying to win their dream home, when it premieres Wednesday, July 22 (9:00-10:00 PM ET/PT). The show is hosted by famed professional contractor Mike Holmes (“[Holmes on Homes®](#)”) and features nine deserving couples in challenges to revive one run-down home every week using a variety of products including those from [QUIKRETE®](#), [Pavestone®](#) and [Custom® Building Products](#).

During each episode Holmes will present the couples with tasks designed to test and challenge the skills of these do-it-yourself enthusiasts. Holmes will be with the competitors every step of the way – picking apart their work and demanding they meet his high standards, while also sharing his expertise and guidance to help them reach new heights. When the work is done for the day, the couples don’t have far to travel to get home...because not only must they work together to restore the home, they must all live together in the same dilapidated work site 24/7. The more they accomplish, the better they sleep at night. Each week, the couples with the best work will move forward in the competition, while the couple who didn’t perform up to code will face elimination. In a major twist, just when the eliminated couple thinks they have lost it all, they learn that they have actually won – a new home!

“A home is way more than brick and mortar. So being part of this new series and partnering with FOX is truly exciting for me,” said Holmes. “I’m ready to break ground with these couples. It’s going to be a lot of sweat and tears but I promise you, all worth it in the end...trust me on this.”

[QUIKRETE®](#), the leading manufacturer of packaged concrete products for the building and home improvement markets, contributed QUIKRETE Concrete Mix, Fast-Setting Concrete, Mortar Mix, Mason Mix, Concrete Countertop Mix, Liquid Color Cement, QUIKWALL Surface Bonding Cement, Translucent Stains, Acrylic Fortifier, Gray Finish Coat and FastSet™ Non-

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



Shrink Grout to the show. More information on QUIKRETE® is available at www.quikrete.com, [Facebook](#), [Twitter](#), [Pinterest](#) and [YouTube](#).

[Pavestone®](#), a leading manufacturer of segmental concrete products for the commercial, residential, contractor, industrial and retail consumer markets, contributed a variety of pavers, sands and related accessories for patios, retaining walls, fire pits and other outdoor enhancements to the show. More information on PAVESTONE® products is available at www.pavestone.com, [Facebook](#), [Twitter](#) and [YouTube](#).

[Custom® Building Products](#), the leading provider of flooring preparation products and tile and stone installation systems, provided Fusion Pro® Single Component® Grout, SimpleMat® Tile Setting Mat, WonderBoard® Lite Backerboard, RedGard® Crack Prevention and Waterproofing Membrane, LevelQuik® RS Self-Leveling Underlayment, and ProLite® Tile & Stone Mortar. More information on Custom Building products is available at www.customerbuildingproducts.com, [Facebook](#), [Twitter](#) and [YouTube](#)

About Mike Holmes

Mike Holmes is a professional contractor and the host and creator of the hit TV series Holmes on Homes, Holmes Inspection and Holmes Makes It Right. He's been named the 2nd Most Trusted Canadian by Reader's Digest, Forbes' 3rd Most Trustworthy Celebrity and the 8th Most Trusted Public Name in America. After working in the building and renovation industry for more than 20 years, Mike Holmes was asked to develop and host his first television series, Holmes on Homes, which became an international success and broke ratings records, solidifying Mike's career in television. With more than 30 years' experience as a licensed contractor, Mike Holmes has been able to use television as a tool to help educate homeowners, from how to manage a renovation, to what to look for in contractors, the right products for the right job and proper home repair and maintenance

HOME FREE

HOME FREE is produced by Relativity Television and executive-produced by Tom Forman, George Verschoor, Trice Bartow, Brad Bishop, Andrew Marcus and Mike Holmes. The series will be distributed internationally by ELECTUS.

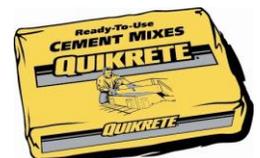
The QUIKRETE® Companies

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the U.S. and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® also offers related products through numerous wholly-owned subsidiaries including SPEC MIX®, Pavestone®, Custom Building Products®, Target Technologies®, Daubois® and QPR®. Collectively, QUIKRETE® products are manufactured and distributed from nearly 150 facilities in the U.S., Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product depth. Technical centers across

the QUIKRETE® network also ensure that

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



professionals and consumers alike are provided with the most innovative and highest quality products available on the market. For more information on The QUIKRETE® Companies or its products, visit www.quikrete.com or call (800) 282-5828.

Pavestone®

Founded in 1980, Pavestone® manufactures segmental concrete products in a variety of shapes, colors and textures to fulfill the need of commercial, residential, contractor, industrial and retail customer around the U.S. Pavestone® is dedicated to producing and delivering the highest-quality concrete pave stone and retaining wall units on the market. Thoughtful investments in innovation and state-of-the-art manufacturing equipment in more than 20 regional manufacturing locations across 40 states allows Pavestone® to fulfill its brand promise for “Creating Beautiful Landscapes®”. Additional details on Pavestone® www.pavestone.com.

Custom® Building Products

Custom Building Products is North America’s leader in flooring preparation products and tile and stone installation systems for residential and commercial projects. The company’s product brands, including a comprehensive line of surface preparation products like WonderBoard® Lite backerboards and RedGard® waterproofing and crack prevention membrane, thin-set, lightweight and large format tile mortars, professional grouts like Fusion Pro™, Prism®, CEG™ and Polyblend® as well as TileLab® and Aqua Mix® maintenance products and SuperiorBilt® tools are considered among the most popular and most trusted by industry professionals. Complete and qualifying installation systems are backed by CUSTOM’s industry leading lifetime system warranty. Custom Building Products continually raises standards for the flooring, tile and stone industry through its commitment to provide performance-driven installation systems and support.

For more information on CUSTOM’s quality tile, stone and flooring installation products and comprehensive resources including product and warranty information, installation specifications and technical support, please visit www.custombuildingproducts.com or call (800) 272-8786.

###

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

