



**CEMENT & CONCRETE PRODUCTS™**

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**NEW TELEVISION AD PROCLAIMS, “LOVE IS HARD, QUIKRETE® IS EASY”**

**ATLANTA (June 25, 2013)** – The QUIKRETE® Companies, the leading manufacturer of packaged concrete mixes and related products for the construction and home improvement markets, recently launched a new :30 television advertisement called, “Love Is Hard, QUIKRETE® Is Easy.” The brand advertisement uses lighthearted humor to compare the difficulties of repeated heartbreak with the ease of home improvement projects using QUIKRETE® products. The spot can be watched on the QUIKRETE® YouTube channel at [QUIKRETE® Is Easy](#).

“The ad reinforces the idea that home improvement projects involving concrete are easy with QUIKRETE® when compared to the difficulties of dealing with a break up. We’ve all experienced that feeling, so it’s an easy connection for consumers to make.” said Frank Owens, Vice President Marketing for The QUIKRETE® Companies. “In the ad, poor Brad is repeatedly reminded of failed relationships before QUIKRETE® saves the day with one swipe of a trowel, symbolizing just how easy these projects are for anyone.”

“Love Is Hard, QUIKRETE® Is Easy,” which was developed by Fitzgerald+ CO and produced by Partizan, began airing on June 10 and is scheduled throughout the summer on ESPN, ESPN2, DIY Network, History Channel, The Weather Channel, Hometime, This Old House, and Today’s Homeowner with Danny Lipford.

For more information on QUIKRETE® and its products to include how-to videos, visit [www.quikrete.com](http://www.quikrete.com), like it on [Facebook](#) and follow it on Twitter [@QUIKRETE](#).

***The QUIKRETE® Companies***

The QUIKRETE® Companies is the largest manufacturer of packaged concrete and cement mixes in the United States and Canada, and an innovative leader in the commercial building and home improvement industries. QUIKRETE® products are manufactured and bagged in more than 90 manufacturing facilities in the United States, Canada, Puerto Rico and South America, allowing for unsurpassed distribution and product 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 The QUIKRETE® Companies or its products, please visit [www.quikrete.com](http://www.quikrete.com) or call (800) 282-5828.

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