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QUIKRETE® QUIKCASH PAYS FALCONS FANS FOR FIRST DOWNS

ATLANTA (Sept. 10, 2013) – The QUIKRETE® Companies, leading manufacturer of packaged concrete products for the building and home improvement markets, is giving Atlanta Falcons fans added incentive to support the home team in 2013 with the QUIKRETE® QUIKCASH program. For the fifth straight season, QUIKRETE® will award one randomly selected fan at each home game \$1,000 for every first down the Atlanta Falcons gain on its opening offensive drive. Each winning fan also receives two lower level tickets, parking pass and pre-game sideline passes for the game.

To date, nearly \$110,000 has been awarded to Atlanta Falcons fans through QUIKRETE® QUIKCASH. Fans can enter the QUIKRETE® QUIKCASH program by visiting www.atlantafalcons.com/promotions/quikcash.html. QUIKRETE® is proud to join millions of fans in “Rising Up” to support the 2013 Atlanta Falcons.

For more information on QUIKRETE® and home improvement projects, visit 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 or call (800) 282-5828.

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