



For Immediate Release

PRESS RELEASE

SOPREMA ANNOUNCES NORTH AMERICAN CORPORATE ALIGNMENT

Montréal, June 2, 2010 — SOPREMA the world's largest manufacturer of SBS (styrene butadiene styrene) modified bitumen roofing and waterproofing products announces the alignment of its operations in Canada and USA. To increase productivity and service, this North American alignment will promote collaboration to strengthen synergy, implement a unified direction, maximize efficiency and deliver expanded support to its valued customers. SOPREMA operates sixteen manufacturing facilities throughout the world with exports to over 80 countries, and has grown annual sales in excess of \$1.5 billion by producing millions of square meters of high quality building envelope materials each year. Strong global market presence makes SOPREMA well positioned for the future.

Excellence in technical expertise, customer service, innovation, product quality and training initiatives make SOPREMA the first choice in construction materials for buildings and civil engineering projects. Member of the CaGBC, SOPREMA symbolizes its dedication to sustainable development with the Eco Struction logo to identify products which are environmentally friendly and contribute to maintain a healthy planet.

SOPREMA North America currently operates eight Technical Training Centers providing interactive and structured learning experiences to support customers, with plans for five additional Regional Training Centers to open in the US.

SOPREMA, a family owned business founded in 1908, leads the industry from the founder of the first waterproofing membrane of modern history to Research and Development where product innovations are realized with the combined talent of chemists, engineers and technical experts. Leading the industry in product development with extensive experience in chemical engineering, product manufacturing and system design their products are designed to protect the entire building envelope.

Visit www.soprema.ca for complete product offering, environmentally intelligent systems, technical information and the latest innovations delivering sustainable solutions.

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