

NEWS RELEASE**SOPREMA UNVEILS ITS MAMMOUTH SPIRIT**

Drummondville, Monday September 19, 2011 – Last September 19th, SOPREMA North American corporate headquarters unveiled *The Mammouth Spirit*, a sculpture representing the logo of the centennial French company. This work of art is the largest bronze sculpture ever cast in Canada.

At the event, Mr. Pierre-Étienne Bindschedler, President of SOPREMA, seized this opportunity to explain to those present why it was decided to erect this statue in Drummondville. As for Richard Voyer, Vice President and General Manager of SOPREMA North America, he recounted the project's origins and selection process. He also took the time to thank the individuals and companies who somehow took part in the project, namely, Vincent Champion-Ercoli, the artist-sculptor, la Fonderie d'art d'Inverness, Les Artisans du passage, Creaform, the Centre d'usage USIMM, Les Innovations paysagées Ladouceur and Les Jardins Lumières.

A Sculpture Modelled After SOPREMA

Created by Vincent Champion-Ercoli in 2010-2011, this sculpture-fountain was initially meant to be an object of liaison. It was designed for this location, taking the building, traffic and surrounding spaces into consideration. SOPREMA management wanted it to be visible from afar and the sculptor wanted it to be placed directly on the ground--imposing but accessible, inviting the visitors to pass through it, touch it and feel it to better understand it.

Three bronze elements which, through complex intersections, merge around a fourth one, to form a spherical whole. This cornerstone of synergy, emitting strength and energy, reflects the spirit of the company and is modelled after SOPREMA Corporation, which was collectively built over more than a century and whose spirit of innovation is at the heart of its success. In fact, it is the company's values, namely respect, integrity and concern for the environment that inspired the artist to create this sculpture making it a worldwide reference, like SOPREMA is in its sector of activity.

The three bronze elements also refer to the three principal actors in the creation of this project: the artist-designer and the foundry worker and landscape artist, who worked for and in the spirit of SOPREMA to create the largest bronze sculpture in Canada.

The Mammouth Spirit weighs approximately four tons. The sculpture is 4.6 m high, 6.6 m long and 4 m wide. Moulding and casting of the 85 pieces and finishing touches to the sculpture were carried out by the la Fonderie d'art d'Inverness, necessitating nearly ten months of work by a dozen artists from the Fonderie d'art.

The other companies involved in the project were the Artisans du passage in Lévis for the computer image processing, Creaform in Lévis for the sculpture's 3D digitizing and USIMM (centre for computer-assisted woodworking design and technology) in Montréal for the work on the Styrofoam blocks.

Tree-Planting Ceremony at the Arboretum

This two-fold event was an opportunity to highlight the long-term commitment of Mr. Pierre-Étienne Bindschedler and Mr. Richard Voyer within the corporation.

In presence of its President, SOPREMA inaugurated two English Oaks planted in honour of the two men who made enormous contributions to the company. Mrs. Solange Lebel, a familiar face in Drummondville, took pleasure in reading the texts to be displayed on a commemorative plaque at the foot of the two trees, and which were well-felt tributes to these two builders. Note that these texts were the result of Mrs. Lebel's inspiration.

On the same occasion, SOPREMA recognized 20 years of service of three of its employees, Karen Brown, Joël Labrie and Daniel Plante. These three individuals, like Mr. Bindschedler and Voyer, also attended the inauguration of their very own tree.

The Arboretum, a project initiated by Mr. Richard Voyer, aims to highlight the important contribution of personnel members who reach twenty years service. Since SOPREMA is proud of its environmental engagement, the choice of an Arboretum happened naturally when the time came to recognize the engagement of its personnel and celebrate years of effort and loyalty spent within the company. A tree, symbol of longevity, was therefore planted for each of these staff members. This site is testimony of the numerous and diversified talents of the SOPREMA team and diversity of the innovative products born from the complicity and creative spirit of its personnel.

About SOPREMA

SOPREMA is an international manufacturer specializing in the development and production of waterproofing products for the building and civil engineering sectors. SOPREMA operates in over 80 countries. The parent company is based in Strasbourg, France, where it has been since 1908. Since starting operations in Canada in 1978, SOPREMA has manufactured and installed millions of square metres of waterproofing membranes across the country. Each year, hundreds of building professionals choose SOPREMA for the quality of its products and the expertise of its work team.

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Source:

Mr. Dominic Jacques
Marketing and Communications Coordinator
SOPREMA
Tel.: 819 478-8166, Extension 3245
Fax: 819 478-8044
E-mail: djacques@soprema.ca
www.soprema.ca