



FOR IMMEDIATE RELEASE

Brampton Brick receives an overwhelmingly positive response at Tout feu, tout flamme, its first Montréal showcase event in nearly 25 years

MONTRÉAL, QUÉBEC, March 31, 2011 – Québec's building and architectural community gathered at downtown Montréal's historic Marché Bonsecours for a day of product launches, expert training, entertainment and networking. The first event of this magnitude to be held in Québec was deemed a tremendous success by organizers and attendees alike.

The Marché Bonsecours, one of Canada's finest heritage buildings, was an ideal setting for the re-introduction of Brampton Bricks superior clay and stone products to the Québec market. Taking centre stage was an interactive masonry exhibit showcasing a 6' high wall, exclusively constructed for the launch of the Elegante line. This revolutionary new clay product offers the luxury and feel of genuine stone, with the ease and installation of clay brick. Rows of elegantly displayed brick sample walls also lined the main floor, as attendees gathered to discuss the vast potential of design possibilities.

Transitioning from day to evening, guests were treated to local gourmet cuisine and delicacies, all while enjoying the live musical talents of a native Montréal jazz-trio. A highlight of the evening's events included Jeffrey Kerbel, President and CEO, addressing the crowd in French to thank invitees for their support. Attendee response exceeded expectations, and the event concluded with an overall acceptance and desire to carry Brampton Bricks' product line.

Brampton Brick is Canada's second largest manufacturer of clay brick products. From its brick manufacturing plants in Brampton, Ontario and Farmersburg, Indiana, Brampton Brick proficiently serves markets in Ontario, Québec and the Northeast and Midwestern United States. To complement the Elegante product line, the Company also manufactures a range of clay brick and concrete masonry products, including stone veneer products marketed under the Stoneworks™ trade name. In addition, concrete interlocking paving stones, retaining walls, garden walls and enviro products are manufactured in Markham, Milton and Brampton, Ontario; and Wixom, Michigan. These products are sold to markets in Ontario, Québec, Michigan, New York, Pennsylvania, Ohio, Kentucky, Illinois and Indiana under the Oaks™ trade name. These products are used for residential construction, and for industrial, commercial and institutional building projects.

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