



Adding Natural Beauty to Your World™

For Immediate Release

American Slate Adds Natural Beauty to its Brand and to Buyers' Environments

WALNUT CREEK, CA – April 15, 2009 – American Slate Company recently announced a sweeping transformation of its brand positioning and corporate identity, in addition to company and sales leadership. These transformations reflect American Slate's renewed commitment to creating a uniquely inspiring aesthetic experience that highlights the unmatched beauty of natural stone.

“During the past 30 years, American Slate has built relationships with the best quarries around the world, ensuring an extensive variety of high-quality products,” said Dan Piché, American Slate Company President. “I’m pleased to be a part of a company that is actively leveraging the strength of these relationships and combining them with a deep understanding that buying decisions are often based on individual inspiration. From this combination, we’ve developed a way to showcase the natural beauty of stone and the commitment of American Slate to providing the best and widest product array available.”

“I’m also pleased to announce that T.J. White has joined American Slate as our National Sales Manager,” continued Piché. “I’m confident that his vast experience and sales expertise will bring tremendous value to American Slate and our customers and will play an integral role as we introduce American Slate’s brand positioning and corporate identity.” Mr. White has more than 30 years’ experience in building materials sales, marketing and operations, including previous employment with Owens Corning, Johns Manville and ABC Supply.

American Slate is introducing new color collections as part of its “Adding Natural Beauty to Your World” brand positioning. These collections contain more than 60 colors and textures that connect to the natural world and are tied to some of the most beautiful locations around the globe.

This commitment to “Adding Natural Beauty to Your World” is about more than aesthetics. It extends to American Slate’s dedication to run a responsible business and strive constantly to reduce its carbon footprint. The decision to use American Slate is an ecologically sound one. American Slate is a natural product that creates little waste and undergoes minimal processing from mine to building site.

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“We’re helping people move from simply looking at numerous slate color options to selecting a combination of colors that work together effortlessly and help create the look and feel they strive to achieve,” continued Piché. “The options within each color collection can be combined with colors from other collections to create as subtle or as dramatic an impression as desired. And when you combine that beauty with an ecologically sound product that is durable enough to last for centuries, American Slate is an inspired way to make a mark in the world without leaving a mark on our environment.”

The new corporate logo, developed in concert with the brand transformation, showcases a variety of natural tones found in natural stone and plays an important role in educating the public that slate is more than black, gray and green. It also incorporates the natural textures of slate and has a clean simplicity and timeless sophistication that transcend individual styles.

About American Slate

American Slate is one of the largest and most reputable sources of natural slate in the United States. For more than 30 years, American Slate’s offerings have taken roofing, flooring, counters and wall cladding from ordinary to extraordinary. With design centers across the United States and more than 60 remarkable color options, American Slate helps create natural beauty and enduring value in any setting. American Slate has maintained long-standing relationships with the best quarries around the world, enabling the company to offer an extensive variety of high-quality natural stone products. For more information, call 866-602-7033 or visit www.americanslate.com.

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