

NEWS -- FOR IMMEDIATE RELEASE FEB. 1, 2008

L&M Gains Director of Marketing and Sales Support

OMAHA, Neb. (Feb. 1, 2008) – As the new Director of Marketing and Sales Support, Peter Wagner will bring nearly a decade of experience in the polished concrete industry to Omaha, Nebraska-based L&M Construction Chemicals (L&M). His focus will be on L&M's Performance Flooring Systems which include the FGS PermaShine Polished Concrete System, along with L&M's Vivid Dyes, dry shake toppings and joint fillers (www.lmcc.com and www.fgs-permashine.com).

In addition to Wagner's marketing responsibilities, he will assist in the education and training of L&M's North American Certified Applicator Network. A primary responsibility includes the researching and testing of new products.

Wagner's key focus for 2008 is to promote color applications and sustainability education for polished concrete to contractors, architects, designers and owners, especially in understanding the important role that colored and polished concrete can play in achieving environmental stewardship through the USGBC's LEED program.

Mr. Wagner may be reached at 800-362-3331. The web address is www.lmcc.com and his email is pbwagner@lmcc.com.

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