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***For Immediate Release***

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**StonExpo/Marmomacc Americas 2009 Announces New Conference Session**

DALLAS, TX -- StonExpo/Marmomacc Americas 2009 is pleased to announce a new class on sustainability in the natural stone industry, presented by Jack Geibig, P.E., of the Center for Clean Products. "Assessing the Sustainability of Stone as a Green Building Material" will be offered on Friday, October 23, from 8:00am – 9:30am as part of the Building/Design track, which is sponsored by *Architect* Magazine.

"The issue of sustainability in our industry is one that demands our full attention," states Duke Pointer, Executive Director of the Natural Stone Council, an Official Sponsor of StonExpo/Marmomacc Americas. "As our profession continues to progress, we need to ensure that the projects we design and build today will have minimal impact on the environment both now and in the future. Jack's course is one that should not be missed."

The session will focus on the use of stone materials in building, the definition of environmental profiles for stone materials as used in green building, as well as discuss profiles of materials that are replacements for stone (pre-cast concrete, aluminum, etc.). A comparison of common materials used for external cladding, along with the results of a recently completed cladding life-cycle assessment, will also be examined.

"Including a course of this nature in our conference program reinforces our commitment to the natural stone industry and the topics that matter most to them," states Dana Teague, Show Director for StonExpo/Marmomacc Americas. "The subjects that Jack is presenting are some of the most important factors that our attendees must consider as they bid for and complete jobs."

The Marble Institute of America, also an Official Sponsor of the show, feels that Mr. Geibig's presentation will benefit all attendees. "The issue of how natural stone fits into the 'green movement' should be of interest to every firm in the industry. Green building is the present and future of construction. The Marble Institute is, and has been, involved in and very supportive of the NSC-funded work of Jack Geibig and his team at the University of Tennessee," states Gary Distelhorst, CAE, Executive Vice President and CEO of the MIA. "Their work to research the environmental footprint of stone is of vital importance towards helping the industry position itself as a preferred and desirable option for green building projects. The results of the research will allow us to compare stone to other building materials in an apples-to-apples environment."

StonExpo/Marmomacc Americas is owned and produced by Hanley Wood Exhibitions and will be held October 21-24, 2009 at the Las Vegas Convention Center in Las Vegas, Nevada.

Marmomacc is owned and organized by Veronafiery, held annually in Verona, Italy. Its 44th edition will be held September 30 – October 3<sup>rd</sup>, 2009.

For more information on StonExpo/Marmomacc Americas, please call 866.550.6808 or visit [www.StonExpo.com](http://www.StonExpo.com).

StonExpo/Marmomacc Americas' Official Sponsors are the Marble Institute of America (MIA) and Natural Stone Council. The mission of the MIA is to promote the use of natural stone and be the world's most authoritative natural stone information resource. Membership in the association is worldwide and includes over 1,750 natural stone producers, exporters/importers, distributors/wholesalers, fabricators, finishers, installers, and industry suppliers—all committed to the highest standards of workmanship and ethics.

The Natural Stone Council, home of the Genuine Stone® brand, is the leader in the stone industry that represents the major associations who are committed to promotion and education of the industry and general public of the value and benefits of natural stone. Member associations include: Allied Stone Industries, Building Stone Institute, Elberton Granite Association, Indiana Limestone Institute, Marble Institute of America, National Building Granite Quarries Association, National Slate Association and Natural Stone Alliance.

#### **About the Center for Clean Products**

The Center for Clean Products (CCP) was established in 1992 through a grant from the Charles Stewart Mott Foundation. It is currently housed within the Institute for a Secure and Sustainable Environment (ISSE) at the University of Tennessee (UT), Knoxville.

CCP's mission is to develop, evaluate, and promote cleaner products and cleaner technologies that minimize pollution at the source and contribute to long-term sustainable development. The CCP focuses on the earliest stages of pollution prevention: the design of products and the processes by which they are made.

#### **About Veronafiery**

Veronafiery (Verona Trade Fair Company) is Italy's most important direct organizer of trade shows and among the top organizers in Europe. Founded in 1898, Veronafiery now focuses on economic sectors of primary importance to the Italian economy, including stone (Marmomacc), construction (Samoter), and wine (Vinitaly). Veronafiery conducts or hosts 37 trade shows a year in Verona and 11 abroad. Annual turnover in 2008 was more than \$115M.

Marmomacc is the global leader in natural and engineered stone materials and related