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For Immediate Release

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**The Concrete Countertop Institute (CCI) Endorses
StonExpo/Marmomacc Americas**

DALLAS, TX -- StonExpo/Marmomacc Americas (StonExpo), the #1 North American stone industry event, is pleased to announce a new three-year endorsement agreement with The Concrete Countertop Institute (CCI).

“CCI, a leader in the concrete countertop industry, is an exciting addition to the StonExpo family,” states Dana Teague, Show Director, StonExpo/Marmomacc Americas. “Diversification is the buzzword surrounding StonExpo this year, and offering the training and resources of CCI to our attendees is an important step in expanding beyond the stone industry to unite the entire fabrication industry.”

CCI will also host their annual Concrete Countertop Industry Conference (CCIC) at StonExpo/Marmomacc Americas. The CCIC is an annual educational conference that provides contractors with must-attend seminars by industry leaders sharing the latest information and most critical topics for successful concrete countertop making. Their 2009 event was hosted by the Surface Fabrication & Design Expo and drew intense interest from experienced concrete countertop makers and stone and solid surface fabricators alike.

“We are always looking for new opportunities to learn and grow our business,” states John Cogswell, Owner and Vice-President of CogswellStone. “In this economy, we can’t afford to stand still. By learning from the CCI experts, we’ll be able to increase our capabilities and continue to grow.”

Founded in 2004 by Jeffrey Girard, P.E., The Concrete Countertop Institute’s mission is to help concrete countertop professionals succeed. The institute provides contractors with intensive training via its CCI Training Programs and information and networking opportunities via the Concrete Connections website and the Concrete Countertop Industry Conference.

“Partnering with an industry leader like StonExpo will allow us to offer unparalleled opportunities to our members as well as gain valuable exposure with an international audience,” states Lane Mangum, VP Business Services. “StonExpo is an ideal partner for us and we look forward to educating the participants on concrete countertops.”

Exhibitors and attendees alike welcome this addition to the show and are looking forward to the benefits of the partnership. “Anything that helps us bring in new business

is a plus in our eyes,” states Beth Hardy, Marketing Events Coordinator for GranQuartz. “With CCI participating in this year’s show, we’re excited that the scope of the show has expanded to include alternative fabrication materials. As a result, we’re being exposed to new clients and prospects that weren’t there before.”

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 Veronafiere, held annually in Verona, Italy. Its 44th edition will be held September 30 – October 3rd, 2009.

For more information on StonExpo/Marmomacc Americas, please call 866.550.6808 or visit 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 Veronafiere

Veronafiere (Verona Trade Fair Company) is Italy’s most important direct organizer of trade shows and among the top organizers in Europe. Founded in 1898, Veronafiere now focuses on economic sectors of primary importance to the Italian economy, including stone (Marmomacc), construction (Samoter), and wine (Vinitaly). Veronafiere 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 technologies and design. Samoter is one of Europe’s major exhibitions of construction equipment and earth-moving machinery. Vinitaly is the largest wine trade show in the world. All three are owned and organized by Veronafiere.

About Hanley Wood

Hanley Wood, LLC is the premier media company serving housing and construction. Through four operating divisions, the company produces award-winning magazines and Web sites, marquee trade shows and events, rich data and custom marketing solutions. The company also is North America’s leading publisher of home plans. **Hanley Wood**

Exhibitions (Dallas) conducts events serving the industry's strongest market segments, including World of Concrete, one of the top 20 trade show events in the country.

Founded in 1976, Hanley Wood is one of the ten largest B-to-B media companies in the United States. Hanley Wood is owned by affiliates of JPMorgan Partners, which uses CCMP Capital Advisors to manage this investment.