## For Immediate Release

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# ELDORADO STONE® LAUNCHES FIREPLACE SURROUNDS COLLECTION

Proprietary Manufacturing Techniques Make Installation Easy and Give the Fireplace an Instant "Facelift"

(SAN MARCOS, CA - January 12, 2011) Nothing brings luxury, romance, and warmth to a room like a fireplace. Eldorado Stone, manufacturer of the world's most believable architectural stone veneer, is proud to introduce its all-new Eldorado Fireplace Surrounds™ collection, which is a series of hand-crafted limestone veneer fireplace surrounds that offer immediate fireplace elegance.

The Eldorado Fireplace Surrounds are a fraction of the cost compared to natural limestone surrounds and the installation takes half the time with the company's proprietary manufacturing and installation processes. With profiles ranging from modern minimalist to majestic and ornate designs, there is a fireplace surround style for all tastes and budgets.

The Eldorado Fireplace Surrounds collection features nine distinctive profiles that include legs and a mantelpiece that "frame" the fireplace. Each profile is hand-crafted of a proprietary blend of natural limestone and other materials, yielding a gorgeous and timeless hearth-surround. Even more unique is the fact that each fireplace surround is hand finished in a labor intensive four step process, guaranteeing that every Eldorado Fireplace Surround is a truly spectacular one-of-a-kind piece.

"The Eldorado Fireplace Surrounds, although substantial in appearance, are surprisingly lightweight, which make them much easier to install than other solutions," says Eldorado Stone Vice President of Marketing Brent Spann. "With these surrounds, we have made high-level fireplace luxury more attainable for designers, architects, and homeowners."

Each Eldorado Fireplace Surround comes complete with an installation kit, including mounting brackets and matching trim kit material to finish the opening around the fire box, which are offered at no additional charge. The nine Eldorado Fireplace Surround models range in width from 42 to 52 inches, for a truly impressive transformation in any space.

Eldorado Fireplace Surrounds are available in **Oyster Shell**, an earthy **Oak Barrel** or golden Summer Wheat palette. Finishes include: <u>Honed</u>, a smooth limestone surface; *Travertine*, which is a deeper, more weathered, artisan surface; and an Antique finish, which provides an even more distressed appearance than Travertine.

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Hand-crafted in California, the *Eldorado Fireplace Surrounds* feature low-, mid-, and high-end models, with suggested retail prices ranging approximately from \$1,295 to \$3,500. The full line is scheduled to be released in Spring 2011.

Matching hearth stones and raised seating hearths are also available accessories to complement the *Eldorado Fireplace Surrounds* collection.

### **ABOUT ELDORADO STONE**

<u>Eldorado Stone, LLC</u> is headquartered in San Marcos, CA. It is a subsidiary of **Headwaters Incorporated – (NYSE: HW)**; HW is focused on improving lives through innovative advancements in construction materials. Eldorado Stone currently operates manufacturing facilities in several states with regional distribution centers across the U.S. For more information and to view a gallery of beautiful installations, visit <u>www.eldoradostone.com</u> or call 1-800-925-1491 for free catalogs.

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