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THE ULTIMATE EVOLUTION OF THE HOME ENTERTAINMENT CENTER

The New Eldorado Stone® MediaWall™ Turns Cluttered Components Into an Architectural Showpiece

(SAN MARCOS, CA – January 12, 2011) Flat-screen TVs, theatre speakers, and Blu-ray players... each make up the modern media experience for the home. These media components typically require specific placement in a living space which often prompts an unwanted compromise of the room's aesthetics. Now, [Eldorado Stone](#), manufacturer of the most believable architectural stone veneer in the world, has designed a built-in stone solution to the integrated multimedia space with its new [MediaWall](#). The *MediaWall* is the latest addition to the company's revolutionary [Gemstone™ Wall](#) collection of easy-to-create, interior design concepts that transform walls with stone and brick veneer.

The *MediaWall* is a stunning departure from traditional "entertainment centers" or wall-mounted brackets. It has the look of a magnificent brick or stone wall with special niches for the homeowner's various media devices. The *MediaWall* is perfect for living rooms, home theatres, family rooms, and even the ultimate "man cave" as it can be custom fitted for optimum looks, accessibility, and acoustic fidelity.

"The *MediaWall* offers texture and warmth as a backdrop for media components," says Eldorado Stone Vice President of Marketing Brent Spann. "With this new product, we can now offer homeowners the opportunity to hide those unsightly cables and power strips while transforming their living space into a design statement."

The *MediaWall* is easy to create, and Eldorado Stone has launched a unique online resource for the product at www.eldoradostone.com/gemstones. Here, visitors can see exciting before-and-after photos, download free step-by-step [Idea Books](#), and find their nearest Eldorado Stone dealer.

One suggested Eldorado Stone profile for the *MediaWall* is *Hartford TundraBrick*®, a traditional deep red brick with dark gray and charcoal accents. However, there are countless combinations of Eldorado Stone stone and brick profiles that excel with the *MediaWall* such as *Bracciano RomaBrick*® or *Alderwood Stacked Stone*. The *MediaWall* is also able to incorporate various grout styles such as an overgrout or dry-stack grout technique.

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1.800.925.1491
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The newest addition to the Eldorado Stone Gemstone Walls collection, the *MediaWall* joins the [ZenWall™](#), [CandleWall™](#), [ArtWall™](#), [VinoWall™](#) and [EmberWall™](#). Components of the *MediaWall* can be purchased nationwide through Eldorado Stone's certified network of dealers and distributors. For additional information, visit www.eldoradostone.com.

ABOUT ELDORADO STONE

[Eldorado Stone, LLC](#) 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 www.eldoradostone.com or call 1-800-925-1491 for free catalogs.

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