

For Immediate Release

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ELDORADO OUTDOOR™ WINS 2010 MVP AWARD FROM BUILDING PRODUCTS MAGAZINE

(SAN MARCOS, CA – August 11, 2010) Eldorado Stone®, a world leader in the manufactured stone veneer industry is pleased to announce that Eldorado Outdoor is a winner of the *Building Products Magazine* Most Valuable Product (MVP) Awards for 2010.

See the whole story in the summer issue of Hanley Wood's *Building Products Magazine* at www.ebuild.com

Each year, a distinguished panel of judges, made up of building industry professionals and editors of the magazine, narrow the hundreds of entries to just 21 winners covering a diverse range of product categories that can help make builders' jobs easier, speed up installation, wow clients or just make one sit up and take notice.

Editors at *Building Products Magazine* asked manufacturers to submit products introduced between January 2009 and January 2010. Unable to independently test each product, judges scrutinized written statements, press materials, brochures, pricing information, testimonials, and photography submitted. Specifically, the judging panel assessed each entry based on a single requirement: "Is the product of "value" to pros? In other words, does it reduce installation time, callbacks, or labor costs; solve a problem; simplify installation; boost profits; or add curb appeal or a "wow" factor to a home?"



[Eldorado Outdoor](#) has literally redefined the entire process for creating luxury outdoor living spaces. Now, outdoor kitchens, barbecue islands, fireplaces, seating walls, fire pits and more can be quickly assembled on site using a series of lightweight modular units made from tough, glass fiber reinforced concrete (GFRC). Using Eldorado Outdoor can shave days, if not weeks, off of the construction process. Each unit comes with a factory scratch coat, allowing Eldorado Stone to be installed on the same day.

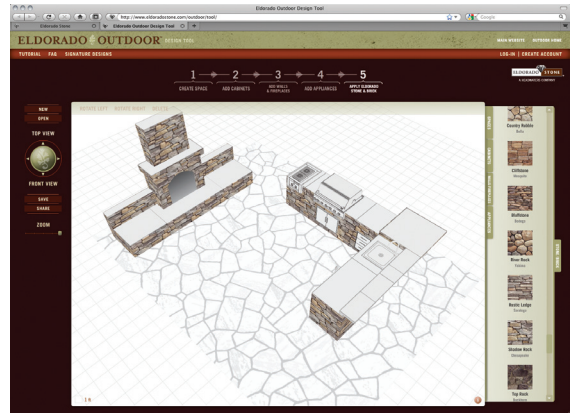
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To provide even more support to building professionals, a new design tool on the Eldorado Stone web site www.eldoradostone.com/outdoor/tool helps create a customized approach to the design process with easy to follow, printable plans to reference. The idea of creating a limitless combination of configurations in an affordable, easy-to-install fashion that saves time and money were some of the key reasons Eldorado Outdoor was named a winner this year.



Eldorado Outdoor Online Design Tool

“The response to Eldorado Outdoor as our newest product line has been extremely positive,” says Brent Spann, VP of Marketing for Eldorado Stone. “We strive to provide innovative and highly creative design solutions for building professionals in everything we offer at Eldorado and this new product line is a perfect example of this.”

In addition to the story in the magazine, MVP winners will also be featured on the home page of www.ebuild.com – the building pros online resource from Hanley Wood as well as on ebuild TV.

ABOUT ELDORADO STONE

Eldorado Stone, LLC is headquartered in San Marcos, CA. It is a subsidiary of **Headwaters Incorporated – (NYSE: HW)**, a world leader in creating value through innovative advancements in the utilization of natural resources. 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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