Essroc
Italcementi Group

Press Release

TX Active Cement Utilized in "Green" Affordable Chicago Housing Complex

Dalton, GA, November 24, 2008 – When Gregg Sims, AIA, learned how TX Active photocatalytic cement reacts with sunlight to actually clean itself, it was music to his ears. Particularly because he was designing a carillon bell tower with white precast concrete.

The landmark tower, now completed on the campus of Dalton State College in northwest Georgia, soars 75-feet high. At that height, keeping the precast panels clean through conventional methods would be difficult and costly.

"Like many other regions, we have some atmospheric pollution that, over time, discolors concrete with an uneven, soot-like coating that distracts from the architecture," explained Sims. "The darkening is particularly evident on vertical surfaces near the top of structures.

"The self-cleaning properties of TX Active cement were particularly attractive for the new bell tower at Dalton State College. It will be the tallest structure on campus and highly visible every day and night to thousands of drivers on adjacent Interstate 75, so it's vital for the white concrete surfaces to stay clean."

Founded in the 1960s with utilitarian building designs of the period, the college needed an architectural element to reshape the campus into a more traditional-looking college environment. Dalton-based architect Sims' bell tower is the centerpiece of a new quadrangle project currently transforming the campus environment.

Metromont USA's plant in Hiram, GA manufactured the precast concrete for the project. Metromont, members of the Altus Group and one of the premier precast producers in the country, are the first US architectural precast producer to utilize TX Active. TX Active photocatalytic cement is produced by Essroc Italcementi Group, a leader in sustainable cement manufacturing and research, headquartered in Nazareth, PA.

"Architectural surfaces formulated with TX Active cement react with sunlight to destroy atmospheric pollutants," said Essroc's TX Active Product Manager Dan Schaffer. "The results are cleaner concrete surfaces and cleaner air. Instead of having to regularly clean the Dalton State belltower with scaffolding, chemicals and mechanical methods, the college will have pristine surfaces for the life of this beautiful landmark."

The self-cleaning, pollution-reducing benefits of TX Active cement have found favor in contemporary European architecture for over a decade. Landmarks like Rome's Dives in Misericordia Church, designed by renowned American architect Richard Meier, Air France headquarters at Charles de Gaulle International Airport in Paris and numerous other high-end structures constructed with TX Active-formulated concrete remain as clean today as they were at ribbon-cutting.

On this side of the Atlantic, TX Active's unique properties are now earning the notice of North American architects, according to Schaffer. The new high-profile I-35 West Bridge spanning the Mississippi River in downtown Minneapolis, just opened on September 18, 2008, features two gleaming white concrete sculptures towering 30-feet high that were formulated with TX Active photocatalytic cement.

For more information see: www.essroc.com, www.cemstone.com, www.figgbridge.com

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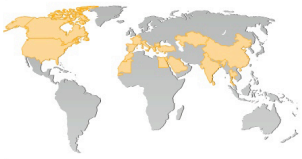

Essroc, based in Nazareth, PA, is the North American company of the **Italcementi Group**, the fifth largest cement producer in the world. The Group companies combine the expertise, know how and cultures of 22 countries in 4 Continents, boasting an industrial network of 63 cement plants, 15 grinding centres, 5 terminals, 134 aggregates quarries and 613 concrete batching units. In 2007, Italcementi Group had sales amounting to over 6 billion Euro while sales volumes and internal transfers by business were: cement and clinker 64.6 Mt, aggregates 56.3 Mt and ready-mixed concrete 20.5 Mm^3.