



PRESS RELEASE  
USA, Inc.

SOURCE: Ecolite Concrete

## ECOLITE CONCRETE USA, INC. SIGNS DISTRIBUTOR FOR NEVADA AND SOUTHERN CALIFORNIA

Monday, November 12, 2007

CARLSBAD, CA – Ecolite Concrete USA, Inc. announced today the signing of an Exclusive Distributorship Agreement with EcoWall, LLC for the sale and distribution of the Ecolite Wall System in several Nevada and Southern California counties. Pursuant to Ecolite’s Distributorship business model, the agreement provides for the Distributor to guarantee demand of the innovative Ecolite Wall System in exchange for the exclusive rights to market and sell the Ecolite system in the territory.

Ecolite Concrete USA, Inc. introduced their proprietary Wall System to the market in March 2007, when they completed a DOD project at Ft. Irwin, CA for 57 buildings. EcoWall, LLC is Ecolite Concrete USA’s first distributor.

“The signing of EcoWall, LLC as our first distributor represents a significant and exciting milestone for us. The EcoWall group brings a unique blend of experience and expertise as Design Builders, Developers, and a Sales force. We believe they are the ideal distributor partner to effectively penetrate and service our target markets,” said Ecolite CEO and Founder Brian Smith.

About Ecolite Concrete USA, Inc.

Ecolite Concrete USA, Inc. is the developer and manufacturer of the remarkably innovative Ecolite Wall System. A marriage of light gauge steel framing and lightweight cellular concrete, the Ecolite Wall System is manufactured to builder specification and shipped to the construction site ready-to-erect. A triumph of integration technology, the unique Ecolite walls have superior fire resistance, high sound attenuation, positive thermal properties, and eliminate issues of mold, mildew, and termite infestation. Ecolite walls are a “Green” building material and eligible for LEED Credits in 4 categories.

Headquartered in Carlsbad, CA, the company is privately held. The product is manufactured by Ecolite and sold via 3<sup>rd</sup> party distributors. For additional information, please visit the Ecolite Website at [www.ecoliteconcrete.com](http://www.ecoliteconcrete.com)

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