



## Press Release

### **VAST Enterprises and Reading Rock, Inc. Sign Distribution Agreement**

***Reading Rock Now Distributes VAST Composite Pavers in Ohio, Indiana, Michigan, Western Pennsylvania, West Virginia, Kentucky and Tennessee***

**MINNEAPOLIS and CINCINNATI – June 9, 2009** – VAST Enterprises, LLC and Reading Rock, Inc. announced their distribution agreement. Reading Rock distributes VAST Composite Landscape Pavers, Permeable Composite Pavers and Composite Deck Pavers in Ohio, Indiana, Michigan, Western Pennsylvania, West Virginia, Kentucky and Tennessee. A material science research and manufacturing company headquartered in Minneapolis, Minn., VAST Enterprises produces green building products with its patented technology that transforms recycled rubber and plastics into an environmentally friendly composite material. Headquartered in Cincinnati, Ohio, Reading Rock, Inc. has manufactured and marketed innovative, high-quality concrete masonry products since 1947.

“Reading Rock takes pride in offering the best products to ensure we exceed our customers’ expectations as we fulfill their requirements,” said Gordon Rich, president Reading Rock, Inc. “The VAST Composite Paver system complements our hardscapes products. From concrete to composite, Reading Rock has the answer for our customers’ green building needs.”

“You are known by the company you keep, and Reading Rock is known as an outstanding company,” said Andy Vander Woude, chief executive officer, VAST Enterprises, LLC. “Reading Rock shares our conviction that it’s not enough to engineer products that are green; green products should be superior.”

VAST Enterprises has invented and patented technology that turns post-consumer recycled rubber and plastics into an environmentally friendly composite material for green building. The VAST scientific breakthrough: the world’s first composite material that consists almost entirely of recycled materials *and* provides the structural strength, durability and aesthetics required for hardscape applications. All VAST composite masonry products are made from up to 95 percent recycled automobile tires and gallon-size plastic containers. VAST Composite Pavers are cradle-to-cradle green, and they can contribute to six or more LEED® credits.

VAST’s grid system enables professional contractors to increase installation precision and productivity in both commercial and residential construction of parking lots, driveways, walkways, sidewalks and patios. VAST pavers are also light enough to be used on flat roofs, rooftop patios and decks, and their excellent slip resistance makes them a good choice for pool areas. Available in six rich, earth tone colors, VAST Composite pavers are backed by a 10-year limited warranty with a lifetime warranty against cracking in residential applications.

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**VAST and Reading Rock**  
**Tuesday, June 9, 2009**  
**page two of two**

**Reading Rock, Inc.**

Reading Rock ([www.readingrock.com](http://www.readingrock.com)) has manufactured and marketed innovative, high-quality concrete masonry products since 1947. Having introduced PaverLock interlocking concrete pavers, Allan Block segmental retaining walls and RockCast (the nation's first machine-made cast stone product), Reading Rock is a recognized market leader. With state-of-the-art technology and a sustained focus on continuous improvement, Reading Rock never relents on our end-to-end commitment to quality. As a family-run company, our core values are firmly rooted in each member of the Reading Rock team. We expect, and our customers can count on, exceptional execution in each delivery of every excellent product. Call 800.482.6466 to connect with a Reading Rock associate.

**VAST Enterprises, LLC**

VAST applies its patented technology to transform recycled materials into a new resource for green building: composite masonry. VAST composite products — including landscape pavers, deck pavers and brick wall fascia — offer an engineered alternative to both segmented concrete and clay. VAST meets the most demanding requirements for aesthetics, durability, sustainability and installation efficiency. Available in standard and permeable versions for stormwater management, VAST pavers contribute to more LEED® credits than any other paver. Today, every 5,000-square foot landscape application keeps 2,500 scrap automobile tires and 75,000 gallon-size plastic containers out of U.S. landfills. Tomorrow? *The Future is VAST*. Learn more at [vastpavers.com](http://vastpavers.com). Then call (612) 234-8958.

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