



For Immediate Release

AZEK® Building Products Launches New AZEK® Deck Product Line

SCRANTON, Pa., Aug. 22 /PRNewswire/ ~ AZEK® Building Products, Inc. today announced the launch of a new brand of cellular pvc decking called AZEK® Deck, made with proprietary Procell™ technology. The company acquired Procell™ decking on January 31st, and continued to sell under the Procell brand name until today. AZEK® Building Products is the manufacturer of AZEK® Trimboards, the #1 brand of trim and added a full line of AZEK® Mouldings in May of 2007.

"This is an exciting milestone for AZEK® Building Products," said Ralph Bruno, President. "The addition of the next generation of decking elevates our company to a full line supplier of premium exterior products."

The company will also sport a new logo, incorporating arrows to show future growth and forward movement. Each of the company's product logos, AZEK® Trimboards, AZEK® Mouldings and new AZEK® Deck will highlight the product name in its own designated color. The company is launching a new advertising campaign highlighting the evolution of decking; first there was wood, then composites and now AZEK® Deck. Described by Bruno as "expectations exceeded", unlike wood and composites AZEK® Deck is truly low-maintenance, it resists stains, mold/mildew, scratching and fading. "Pro dealer studies show these are key issues for them with other decking products," said Bruno. AZEK Deck features five colors, wood-grain texture, is extremely easy to install and even easier to clean.

"AZEK® Deck has excellent synergy with our trim and mouldings," explained Bruno. "They are all exterior building products leading their respective categories and sold through the same Distribution and Dealer channels." AZEK® Building Products are available at more than 3,000 dealers in North America and Canada. For more information call 1-877-ASK-AZEK (275-2935) or visit <http://www.azek.com>.

About CPG International

Headquartered in Scranton, Pennsylvania, CPG International is a manufacturer of market-leading brands of highly engineered building products for residential and commercial markets designed to replace wood, metal and other traditional materials in a variety of construction applications. The Company's products are marketed under several brands including AZEK® Trimboards, Procell Decking Systems, Santana Products, Comtec Industries, Capitol, EverTuff™, TuffTec™, Hiny Hider® and Celtec®, as well as many other branded products. For additional information on CPG please visit our web site at WWW.CPGINT.COM.