

For Immediate Release

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THE NEW FACE OF KEYSTONE

Minneapolis, Minnesota, January 2, 2004 – The segmental retaining wall (SRW) industry has changed dramatically since Keystone Retaining Wall Systems introduced its first SRW system to the marketplace. For almost 20 years, Keystone has maintained a leading role in the growth and expansion of this industry.

At Keystone, success is not something we rest on, it is something we build upon. We've always offered superior and innovative products, and we've always had a tradition of excellence in services. These are part of our foundation. This is the perfect time to think about the future and build on our reputation, not rest on it.

To focus on our role as an industry leader, we've decided to update our look and logo.

- Our new logo shows our continued commitment to raising the bar within the industry.
- Our new logo stands for the dedication of Keystone in moving forward, developing new products and services that continue to lead in the marketplace.
- Our new logo reconfirms our energy and passion as we take Keystone in new directions of innovation, creativity, and success, while upholding our commitment to support our customers.

Keystone sets the standard for excellence. For more information on Keystone products, please visit www.keystonewalls.com, or call 800-747-8971.