

FOR IMMEDIATE RELEASE:

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POTTERS & EPOPLEX Setting the next benchmark of performance in highway safety...

Driving During Wet, Night Conditions Just Got Much Safer...Much Safer with "VISIMAX™".

Dateline (i.e. City and date) – Potters Industries and Epoplex announce the VISIMAX™ Glass Bead System: an exciting breakthrough technology in reflective media systems created in a joint Research and Development effort between two of the leaders in the Highway Safety Industry. With over 115 years combined experience in manufacturing highway safety products, Potters Industries and Epoplex have developed a unique, high-performance bead system. The powerful VISIMAX™ Glass Bead System will deliver the highest reflectivity to any marking system.

The VISIMAX™ Glass Bead System has been created by combining the 20 years of proven service of VISIBEAD® Safety Marking Spheres technology with the innovative coatings and manufacturing processes of Epoplex. Greatly enhancing the visibility of any marking system during both dry and wet-night driving conditions, the VISIMAX™ Glass Bead System is color coded to match binders providing superior day time delineation. The unique construction and design of VISIMAX™, built on the proven durability of VISIBEAD®, provides a system with long lasting, superior performance in all weather conditions. Now customers can expect all the benefits of VISIBEAD® with the superior reflectivity of a reflective particle.

The VISIMAX™ Glass Bead System is supported by two of the industry's leading sales forces and technical support teams. This support will insure that your initial installation is trouble free and delivers the performance you have come to expect from these leaders in the highway safety industry.

Potters Industries is an affiliate of PQ Corporation. PQ Corporation is a leading producer of specialty inorganic chemicals, catalysts and engineered glass materials.

The Company has three principal businesses: the Performance Chemicals Division manufactures sodium silicate and silicate-based specialty chemicals, the Catalysts Division manufactures catalytic zeolites and polyolefin catalysts, and the Potters Division, manufactures glass spheres used in highway safety and other applications. The Company operates 60 manufacturing sites and has global manufacturing and distribution networks serving customers.

Epoplex is an operating division of Stonhard Inc., a subsidiary of RPM International, a world leader in specialty coatings and sealants for the industrial and consumer markets. RPM's industrial products include roofing systems, sealants, corrosion control coatings, flooring coatings as well as highway marking coatings. Brands include Stonhard, Carboline, Tremco, Dryvit, Day-Glo, and Euco as well as our sister companies in the consumer group such as Rust-Oleum, DAP, and Zinsser.

VISIMAX™ information and samples can be obtained by calling Potters Industries at the following contact number:

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Valley Forge, PA 19482
(800) 552-3237
www.pottersbeads.com