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FOR IMMEDIATE RELEASE

Dryvit's New Outsulation X System Features DOW XENERGY™ Rigid Insulation offering Higher R-Value and Impact resistance

*Outsulation® X™ is an ideal High Performance Cladding Choice
for New Construction or Renovation*

NEW ORLEANS, May 12, 2011 – Dryvit Systems, Inc., the leading manufacturer of Exterior Insulation and Finish Systems (EIFS) in North America, today kicked off its “Think Outside the Shell™” campaign with the introduction of Outsulation X, a high performance cladding system that yields a 39 percent greater energy efficiency and 36% better impact resistance (compared with similar EPS-based systems with similar weight reinforcing mesh), and incorporates 2-inches of DOW XENERGY™ rigid insulation. Dryvit Outsulation X is suitable for new construction and renovation, and meets both current and proposed ASHRAE design standards and IGCC/IECC code requirements for the use of exterior continuous insulation. Dryvit unveiled Outsulation X today in its booth (2753) at the AIA (American Institute of Architects) 2011 National Convention and Design Exposition in New Orleans, LA.

Outsulation X, the newest member of Dryvit's Outsulation System family, provides architects with a single-source solution for the air and water-resistive barrier, exterior continuous insulation (ci), and finished appearance of the exterior wall. General contractors also will appreciate that a single, professional sub-contractor can install this engineered, fully tested, Code-compliant system. As with all of its Outsulation Systems, Dryvit provides a written, system warranty upon request.

"Architects will discover that using Dryvit's robust, energy-efficient Outsulation X system can reduce the project requirement for concrete, structural steel, and HVAC, as well as shorten the overall construction schedule" said Tony Stall, Dryvit Vice President of Marketing and Sustainability. "By combining these and the energy savings accumulated over the lifetime of the building, Outsulation X more than validates its value proposition as a truly sustainable, high performance cladding"

"Dow Building Solutions is excited to team up with Dryvit in providing DOW XENERGY™ insulation, a key component of the Outsulation X system, to help meet the higher demands for energy efficient solutions", said

Michael Kontranowski, Strategic Marketing Director, Dow Building Solutions. "As building codes and the cost of energy increase, continuous insulation systems will continue to play a key role in minimizing energy costs and reducing green house gas emissions, while improving the overall comfort of buildings. This initiative exemplifies how manufacturers can work together to deliver solutions that help increase the energy efficiency and long-term sustainability of buildings and improve our planet now and for future generations."

The X Factor

DOW XENERGY™ rigid insulation is an integral component of the Outsulation X system. It provides the Code-required continuous layer of insulation, eliminates thermal breaks and moderates the temperature of the wall cavity, reducing the potential for dew point condensation. DOW XENERGY™ rigid insulation provides long-term thermal performance, outstanding energy efficiency, moisture resistance and durability. Backed by a 50-year limited thermal warranty, DOW XENERGY™ rigid insulation is manufactured with foaming agent technology that has zero-ozone depletion potential.

Dryvit Outsulation is an engineered, rigorously-tested, code compliant, air/water-resistive exterior cladding. Since 1969, architects and contractors have selected Dryvit Outsulation Systems for than 450,000 projects in North America.

Dryvit has led the EIFS industry for over four decades because of its commitment to research and development, and a constant stream of new, high-quality products. That spirit of innovation, coupled with a rigid adherence to ISO Standards for manufacturing quality and consistency, has made the Dryvit brand (Outsulation) the unquestioned leader in the EIFS industry.

For more information about Outsulation X, please visit www.dryvit.com or contact Dryvit at 800-556-7752, ext. 9. Individuals also can write to Dryvit at techservices@dryvit.com. Connect with Dryvit on Facebook at <http://www.facebook.com/home.php#!/pages/Dryvit-Systems/113389419369>. Follow Dryvit on Twitter at <http://twitter.com/#!/DryvitSystems>.

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About Dryvit Systems, Inc.

Dryvit Systems, Inc. (www.dryvit.com) is the manufacturer of Outsulation®, the premier Exterior Insulation and Finish System (EIFS), in the US, Dryvit operates all North American manufacturing facilities to both ISO 9001:2008 and 14001:2004 standards. Dryvit is a member of and is actively engaged in many relevant construction related organizations such as AWCI, EIMA, NAHB, USGBC, ABAA, AIA, and CSI, and works both independently and within those organizations to promote energy efficient construction methods that create jobs, reduce reliance on non renewable energy sources, and reduce the carbon footprint of our nation's buildings.

A subsidiary of the more than \$3 billion industrial sealants and coatings brand holder RPM International, Inc., a Fortune 1,000 Company, of Medina, Ohio (NYSE:RPM), Dryvit is headquartered in West Warwick, Rhode Island and has manufacturing facilities in Georgia, Oklahoma, California, Canada, Poland and China.

About Dow Building Solutions

Dow Building Solutions has a 60+ year legacy of providing energy saving solutions to the global commercial and residential construction industry, which began with the launch of its flagship STYROFOAM™ Brand Extruded Polystyrene (XPS) Foam Insulation, one of the most recognized brands of insulation in the world. A market-facing business unit of The Dow Chemical Company, Dow Building Solutions offers exceptional building science expertise to help builders, designers, architects and home/building owners reduce energy costs and protect against wind, rain and moisture, while contributing to the reduction of greenhouse gas emissions. More information about Dow Building Solutions can be found at www.dowbuildingsolutions.com