



Think PINK. 

Owens Corning announces winner of EcoTouch™ Celebration launch contest

Celebration event held in Orangeville for winner to receive new GMC truck

TORONTO, April 28, 2011 – Owens Corning (NYSE: OC), manufacturers of EcoTouch™ PINK™ FIBERGLAS® insulation and other energy-saving products, officially announced the winner of the EcoTouch™ Celebration Launch contest yesterday at a celebration event at the MacMaster Pontiac Buick GMC dealership in Orangeville, ON. The winner of the contest, who was selected at random out of a number of entrants, Brian Moore, owner of Moore Building Centre in Killarney, Manitoba, a Tim-Br-Mart Ltd. dealer was flown in to Toronto courtesy of Owens Corning to receive his prize, a new 2011 GMC Sierra Crew Cab Nevada, Edition 4x4, MSRP \$41,085.00.

Owens Corning mailed out over 10,000 puzzles to customers across the country, who then uncovered a secret code to enter the contest online. Owens Corning held the contest for its customers and industry influencers in an effort to welcome the newest addition to its product line, the new EcoTouch™ PINK™ FIBERGLAS® insulation. The re-invention of insulation from the company that invented it in the first place. EcoTouch™ PINK™ FIBERGLAS® insulation establishes the new benchmark for insulation performance by fusing the industry-leading thermal and acoustical performance characteristics of Owens Corning PINK™ FIBERGLAS® insulation with PureFiber™ Technology.

“We were very excited to launch the new EcoTouch™ insulation and even more thrilled with the reaction to the new product by our customers,” says Ric McFadden, Vice President & General Manager of Building Materials at Owens Corning Canada. “By celebrating the launch with a contest, we really wanted to thank our valued customers and industry influencers for their continued support and to invite them to take part in celebrating this momentous occasion with us.”

“I was delighted to hear the news that I had won the truck and cannot thank Owens Corning enough for their generosity in running this contest,” says Brian Moore of Moore Building Centre in Killarney MB. “I have been an avid supporter of Owens Corning’s products and have been very impressed with the quality and durability of the new EcoTouch™ insulation.”

“Everyone at Owens Corning joins me in congratulating Brian on his win and we would like to thank him, TIM-BR MARTS Ltd. and the entrepreneurs they represent for all their PINK™ support,” says Christine Sampson, Marketing Leader, Owens Corning Canada.

Brian Moore was awarded the keys to his new truck at the celebration event in Orangeville by Christine Sampson, Marketing Leader, Owens Corning Canada and Danny Brackett, President MacMaster Pontiac Buick GMC Dealership. The official award ceremony was followed by a celebratory cake-cutting and reception at the local dealership.

NEW



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About Owens Corning

Owens Corning (NYSE: OC) is a leading global producer of residential and commercial building materials, glass-fiber reinforcements and engineered materials for composite systems. A Fortune® 500 Company for 56 consecutive years, Owens Corning is committed to driving sustainability by delivering solutions, transforming markets and enhancing lives. Founded in 1938, Owens Corning is a market-leading innovator of glass-fiber technology with sales of \$5.0 billion in 2010 and about 15,000 employees in 28 countries on five continents. Additional information is available at www.owenscorning.com.

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