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## **Reward Wall Systems Adds Strategic Production Location**

*New Orlando plant brings iForm closer to customers in the southeast.*

Omaha, Neb., November 8, 2007 – Reward Wall Systems has added a new production location for the company’s iForm product line. As of October, Cellofoam has begun production of iForm insulating concrete forms (ICFs) in Orlando, Fla. This partnership means service to Florida as well as much of the Gulf Coast, including Alabama, Mississippi and Louisiana.

The addition of this plant comes in response to an increased demand for insulating concrete forms in the Gulf Coast region. This area has proven to be a fast growing portion of the country.

With the benefits that ICFs bring to buildings in this area of the country through wind, moisture and hurricane resistance, builders and owners will have a reliable regional option for safe building practices. This plant will allow Reward to provide more timely service for Florida and other Gulf states.

“Utilizing Cellofoam to produce the iForm means a significant expansion in our capacity,” said Kevin Jones, vice president of manufacturing operations for Reward. “We are excited about our new location and look forward to providing economic and efficient solutions to the region.”

Cellofoam has been producing Reward’s eForm and has proven to be a solid partner in both service and product quality.

“We were looking for the right opportunity to manufacture complementary construction products in our Florida facility,” said Mike Grunnet, executive vice president of operations for Cellofoam. “Reward was really the premier partner to begin working with in the ICF market. Our relationship with Reward has been excellent since starting with the eForm and we look forward to moving forward together.”

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Located in Omaha, Nebraska for the past 19 years, Reward Wall Systems, Inc. is the leading manufacturer and distributor of insulating concrete forms used in residential and commercial structures. Reward’s customers include developers, architects, general contractors, residential contractors, and construction supply distributors. To learn more about Reward Wall Systems, Inc. go to [www.rewardwalls.com](http://www.rewardwalls.com).