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New Look and Expanded Resources for Reward Website

Dynamic content and building professional resource centers serve to highlight company's focus.

Omaha, Neb., January 29, 2008— Beginning this month, Reward Wall System's website has a new, refreshed look. While maintaining the depth of industry expertise and product information, the site features navigation that guides new visitors through an introduction to working with insulating concrete forms (ICFs) and leads seasoned professionals directly to the information they need.

Beginning with the site's homepage, interactive graphics bring visitors in with Reward's key messages and lead to more information by clicking on the image. News items and trade show information are displayed so visitors can find updated items quickly and easily.

"We are excited to be presenting such a unique visual message to the industry," said Vice President of Marketing Brandie Allen-Rezac. "It is an interactive site that really conveys the message of what distinguishes Reward from other ICF companies."

With a more subtle divide between consumer and building professional resources, the new Reward website creates a place especially for those involved in building design and construction. The site features a building professionals' section for contractors, distributors and architects that provides quick links to installation procedures, code evaluations, product specifications and Rewards' in depth Product Manual for both the iForm and eForm product lines.

A new project gallery guides visitors through the countless ICF building applications. From movie theaters to custom homes, top projects from each category will be featured and constantly updated to provide a snapshot of the work being accomplished with ICFs.

"We wanted to use the Reward website as a tool and a resource for building professionals, homeowners and developers," said Allen-Rezac. "By providing access to items like construction overviews and product specifications, professionals can utilize the website as a way to better understand ICFs and how the design and installation processes work."

The new Reward site can be viewed at www.rewardwalls.com.

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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.