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NEWS RELEASE

REWARD INTRODUCES tieKEY™ ANCHOR

A unique anchor system provides support and stability for brick and stone veneer finishes.

Omaha, Neb. (December 14, 2006) – Reward Wall Systems, Inc., recently introduced the tieKey™, the only patented ICF masonry anchor in the industry. Designed and offered exclusively by Reward Wall Systems, the tieKey™ anchor is an easy to install, cast-in-place, adjustable masonry tie anchor that is embedded into the concrete wall formed by the insulating concrete form. This product is designed to provide the strength and security required when installing brick or stone veneer finishes.

The tieKey™ anchor is part one of a two-part system; Reward's ICF masonry anchor and any standard wire tie. The masonry anchor is inserted through the ICF as the wall is formed, reinforced and before concrete poured. The wire tie is installed by the mason contractor as the masonry facing is installed. This system can accommodate construction tolerances and allow for differential movement for a variety of brick finishes and is available in two materials, hot-dipped galvanized and stainless steel.

Results of independent testing by the Structural Research Laboratory at the University of Nebraska-Lincoln's Peter Kiewit Institute show tieKey™ anchor has more than adequate strength to resist high seismic and wind lateral loads.

“We recognized a real need for a product like this after several conversations with some of our customers, and we anticipate the tieKey anchor to be well received by the industry,” said Reward's Kelvin Doerr, P.E., vice president of Engineering and Technical Services.

Reward provides installation, details and support to answer contractor's questions.

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Located in Omaha, Nebraska for the past 18 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.