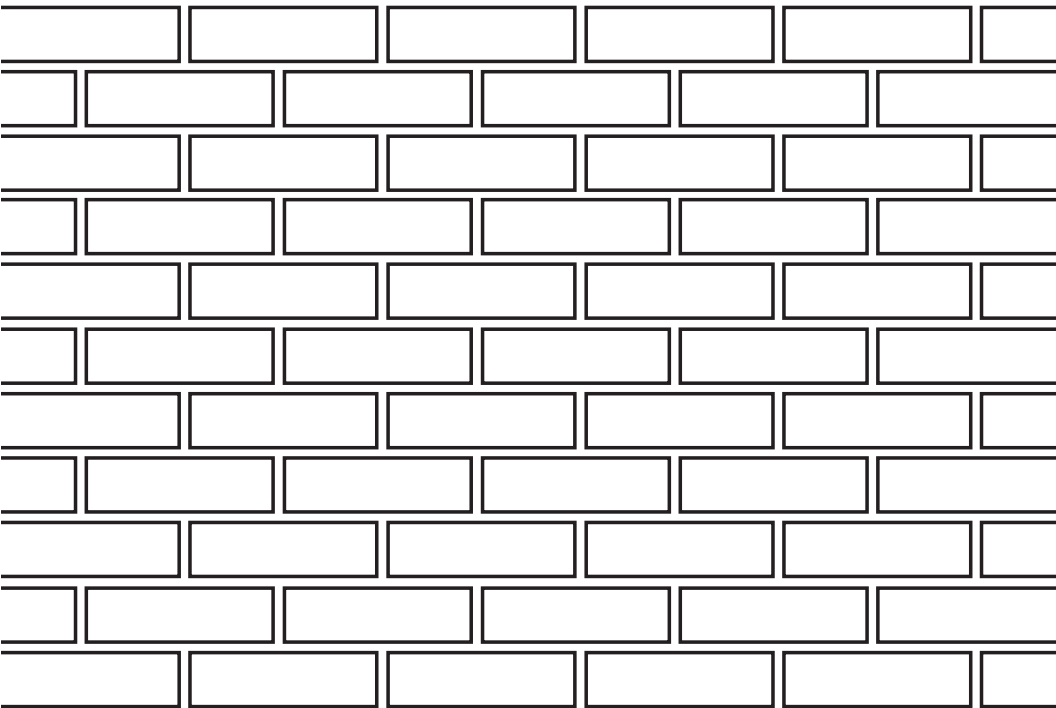


BORAL[®] CLAY BRICKS

THE PREFERRED SIDING CHOICE.



Build Green
Build With Boral[®]



BORAL BRICKS AND THE HARRIS INTERACTIVE SURVEY.

Harris Interactive® fielded a siding preferences study on behalf of Boral Bricks from October 12–14, 2009 via its QuickQuerysm online omnibus service, interviewing a nationwide sample of 2,073 U.S. adults aged 18 years and older, of which 1,456 are homeowners.

A summary of the study results are presented in this paper. Full results and raw data are posted on www.boralbricks.com.

SURVEY METHODOLOGY

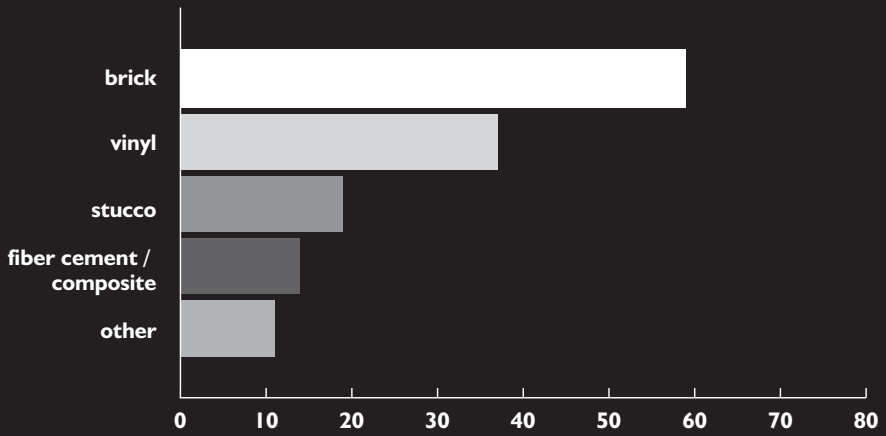
- + Respondents were asked one question:
Which type(s) of siding do you prefer on a home?

Respondents could select multiple answers which included: **Brick, vinyl, stucco, fiber cement/composite, other, I do not have a siding preference, don't know/not sure.**

- + Demographic information such as age, income, educational attainment, household size, employment status and gender was also captured in this survey.
- + Results in this presentation are solely focused on those who stated they were homeowners who had a siding preference (1,144 total).
- + Boral® was not identified as the sponsor of the survey.

SURVEY FINDINGS*

Homeowners with a siding preference



59% preferred brick

37% chose vinyl

19% selected stucco

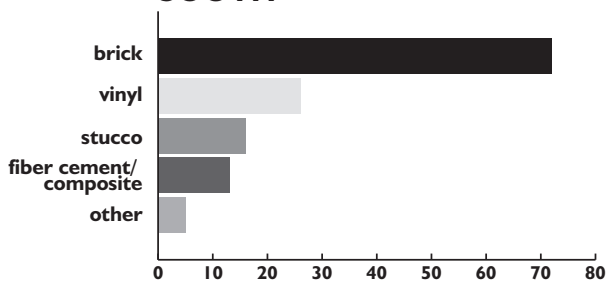
14% stated fiber cement/composite

11% other

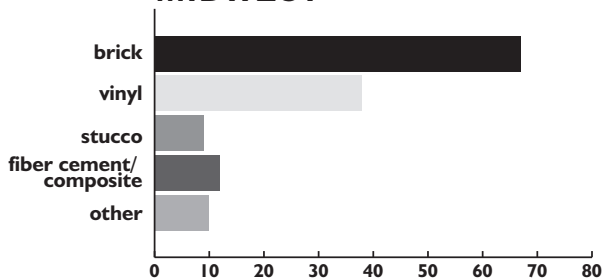
* Filtered on homeowners with a siding preference (1,144)

SIDING PREFERENCE BY REGION*

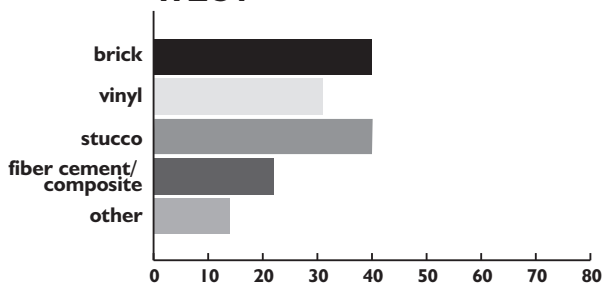
SOUTH



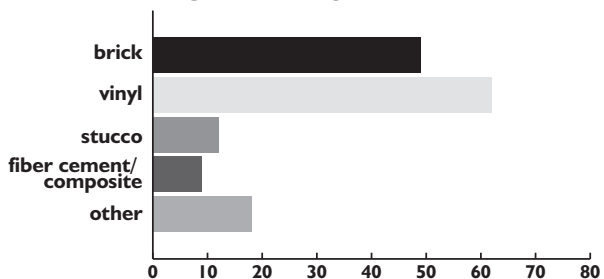
MIDWEST



WEST



NORTHEAST



* Information based on survey conducted on behalf of Boral Bricks by Harris Interactive.

DEMOGRAPHIC PREFERENCE*

Tables depict percentage of homeowners with a siding preference who prefer brick.

SOUTH	72%
MIDWEST	67%
WEST	40%
NORTHEAST	49%

18 – 34	58%
35 – 44	60%
45 – 54	63%
55+	58%

MALE	62%
FEMALE	57%

* Information based on survey conducted on behalf of Boral Bricks by Harris Interactive.

HIGH SCHOOL OR LESS	54%
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SOME COLLEGE	62%
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COLLEGE GRADUATE	63%
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< \$35_K	54%
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\$35_K – \$49.9_K	51%
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\$50_K – \$74.9_K	61%
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\$75_K	60%
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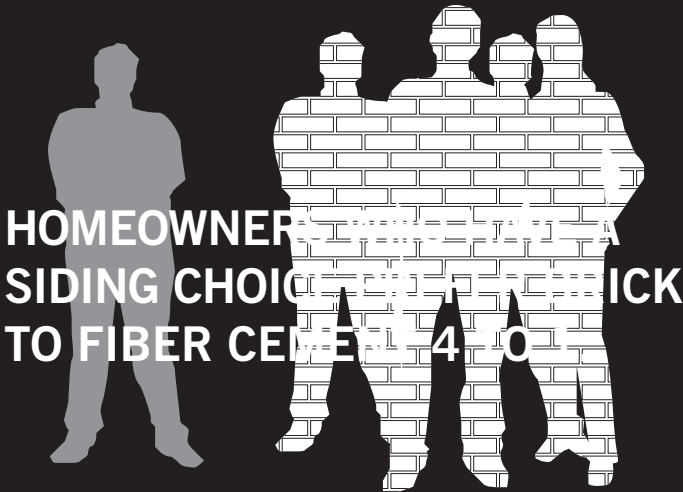
SINGLE	68%
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MARRIED	58%
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RETIRED	59%
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SURVEY RESULTS*

Overall, research showed brick is still the overwhelming choice for homeowners who have a say in their exterior cladding.



* Information based on survey conducted on behalf of Boral Bricks by Harris Interactive.

Homeowners who have a siding choice prefer brick to fiber cement 4 to 1.

3 out of every 5 homeowners prefer brick on their homes vs. ANY other material.

More than 72% of U.S. adults in the South and 67% of U.S. adults in the Midwest prefer brick siding.

63% of Homeowners who have college degrees who have a siding preference choose brick.

63% of homeowners with a siding preference 45 to 54 year old prefer brick on their homes.

BUILD GREEN. BUILD WITH BORAL®.

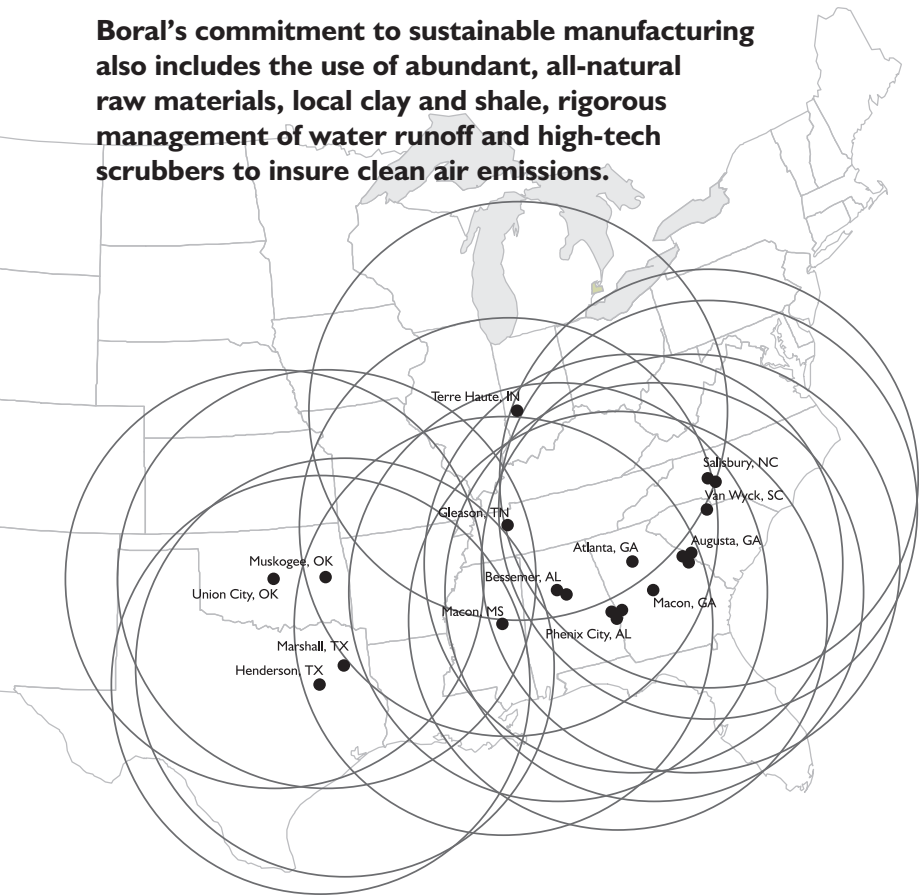
Boral Bricks Inc. is an innovative leader in the sustainable manufacture of clay brick and paver products. Across its nine-state network of 23 manufacturing facilities, Boral® employs a unique triad of renewable energy tactics.



Boral's two newest plants in Oklahoma and Indiana are strategically located adjacent to landfills. Methane gas is piped from the landfills to the plants to fuel and fire the kilns. And so a deadly greenhouse gas is harnessed to provide clean fuel for the production of clay brick.

Two other strategies are employed for the retrofit of existing plants. Both direct injection and gasification utilize waste materials – wood waste, landfill materials, etc. – to burn cleanly in manufacturing facilities.

Boral's commitment to sustainable manufacturing also includes the use of abundant, all-natural raw materials, local clay and shale, rigorous management of water runoff and high-tech scrubbers to insure clean air emissions.



● Boral® brick manufacturing facility

The LEED rating system offers points in their certification system in Materials and Resources category under credit 5 for purchasing materials sourced, recycled or manufactured within a 500-mile radius of the project site. Graph above shows 500-mile radius around Boral® brick manufacturer facilities.

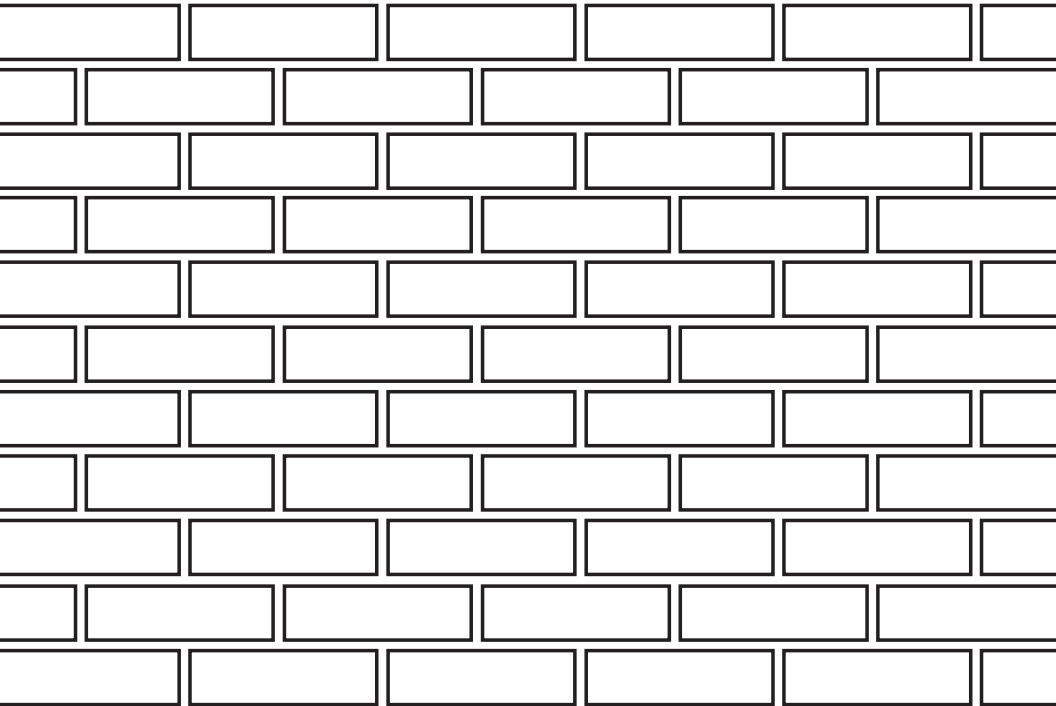
Boral® is a founding member of the Climate Registry, an active member of the U.S. Green Building Council and a national sponsor of Earthcraft homes.



The Climate Registry



For more information about Boral® products, please visit www.boralbricks.com.



Build Green
Build With Boral®