



NEWLOOK
INTERNATIONAL

To: NewLook Contractors, Dealers and Architects
September 3, 2008

Recently, we have been asked, "There seems to be a growing number of look-alike NewLook products. What is the difference between your product and theirs?" In an effort to answer these questions and better familiarize you with a nearly 20-year history and benefits of NewLook's Concrete Stains, we produced a video press release available at www.getnewlook.com/video/ and an accompanying comparison chart.

This video will highlight the great American success story founded in innovation and perspiration. The main points that we want you to remember are the following:

- NewLook is an Innovator. We created the original Concrete Color Maintenance System. NewLook was developed to meet a growing need in the concrete maintenance and decorative industry. We created and perfected the formulation in the field over several years, with a set of specific requirements in mind. We wanted an environmentally friendly, water-based, breathable, opaque stain that could be produced in a nearly unlimited choice of colors. Easy to apply, and even easier to maintain. The original formula was finalized back in 1989.
- While imitation is the greatest form of flattery, the copy-cat products have proven to be a poor substitute for our original product. Our competitors did not innovate; they merely attempted to duplicate. These copy-cat products should be completely avoided. In the past, the copy-cats have had disastrous results at the expense of the dealer and contractor. Be wary of claims with little to no backing.
- NewLook has many new innovative products launching soon that will help you solve problems and create opportunities. All of these have had years in the making. You can trust that all future products, improvements, and innovations won't merely be launched from a lab, but will have years of real-world applications and experience, trial and error, before they are offered to the public. We value your reputation and want to keep your trust.
- NewLook has integrity. We believe in the spirit of honesty, hard work, cooperation, and innovation. We hope you value these principles and expect them of all your partners.

Since its creation, NewLook Concrete Color Stains have been used successfully over thousands of acres of concrete around the world. It has been subjected to season after season of freeze-thaw, sun and wind, and all types of foot traffic, interior, exterior, residential, commercial, and public locations. As a result, we know what it can do, and what it can't.

Unlike the copy-cats, we understand our product' and its chemistry, how to market and support it. What experience can they point to? One year? One month? How many jobs? Themeparks? Retail? Pool decks? We can't tell you how well they'll hold up... *and neither can they*. With a copy-cat, you really don't know how it will perform over time. Only with NewLook stains, will you get a nearly twenty-year track record.

NewLook has a great legacy and story to share. Watch the 10-minute video segment. It is interesting and informative. You will gain a better understanding of why NewLook is the envy of many in the industry. Don't risk your financial future and the trust of your customers, stick with NewLook, a proven Innovator.

Reid Langston
Chairman & CEO

Jaime Villagomez
President & COO

Jay Anderson
Founder