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FOR IMMEDIATE RELEASE

**Fibrox™ Technology LP and Armstrong World Industries Team Up to
Build Mineral Fiber Facility in Millwood, WV**
Plant, opening in 2012, to employ over 40

THETFORD MINES, QUEBEC, CANADA (June 9, 2010) --- Fibrox Technology LP, an advanced materials manufacturer specializing in synthetic fibers used for applications in the industrial and commercial markets, and Armstrong World Industries, a global leader in the design and manufacture of floors, ceilings and cabinets with a focus on innovation, design and environmental sustainability, will break ground soon on construction of a state-of-the-art 35,000 square foot mineral fiber manufacturing facility in the US in Millwood, West Virginia.

The facility, which expects to employ a workforce of over 40, is being built in the Jackson County Maritime and Industrial Center in Millwood, West Virginia. It will manufacture mineral fiber, an inorganic, vitreous material made from molten minerals spun at high temperatures. The product is used in a variety of commercial and industrial applications, including building products, fire protection, and insulation and friction materials.

Jackson County serves as a strategic location for the plant to not only more efficiently serve Fibrox's domestic and export customers via overland, rail and marine transport (via the Ohio River), but also for ready access to the raw material used in the manufacture of mineral fiber. It will supply Fibrox with product under a long-term contract and will serve as an additional source of mineral fiber for Armstrong's ceiling plants in the United States.

"We are pleased to see construction begin on this project as we have spent the last 24-months in developing this plant - from designing the plant to prepping the site and working on infrastructure," says Russ Craig, CEO of Fibrox Inc.

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The \$35 million facility, which is expected to open in the first quarter of 2012, will be operated by Armstrong World Industries with world-class technical, operational and on-going consulting support from Fibrox Technology LP.

The facility will serve as an example of “new” manufacturing in the states, which places an emphasis on high efficiency and environmental sustainability. Not only will the plant feature an extremely small footprint, but it also boasts a virtually 100% closed loop production process, which reuses waste materials created in an upstream manufacturing process to reduce overall waste and produce viable goods.

Construction of the facility is especially exciting for the mineral fiber industry as it signals the increasing importance of mineral fiber manufacturing in North America. This is the first new plant of this scope and nature built in decades.

“This plant will be built to fulfill the needs of customers in the 2010’s and later using state-of-the-art-technology and processes that simply weren’t available just a few years ago,” says Vice President of Sales and Marketing Louis Denis. “This means that Fibrox customers will have access to a far superior product from this facility.”

For Fibrox it also solidifies the company’s long-term position as the industry-leading manufacturer of the highest purity mineral fiber in the world. Construction also marks another milestone in the company’s growing relationship with Armstrong World Industries.

“This venture is a win-win for everyone involved,” Denis adds. “We bring our expertise in melting and fiberization to the design, construction, start-up, and operations of the plant that will be led in the great traditions of Armstrong World Industries. We’re excited to have reached this stage and are especially excited for our customers, who will undoubtedly benefit the most from the construction of this new facility.”

Fibrox Technologies, LP is a manufacturer of high purity fiber products. Founded in the early 1990’s by the Hampson family in Thetford Mines, Quebec, Canada, Fibrox produces a range of granulated and specialty mineral fibers used in a variety of industrial and commercial applications including heat shielding, high

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temperature gaskets and seals, thermal insulation, acoustic insulation, fire protection barriers, chimney insulation, composite reinforcement applications, vacuum-formed refractory products, horticultural growing medium, and asphalt reinforcement (SMA). Fibrox products are sold throughout the world by a dedicated group of distributors and agents covering Canada, the US, Europe, Mexico, South America, China, Taiwan, and India. For more information, visit www.fibrox.com.