



KEY INDUSTRY EXPERTS / CONSULTANTS TITAN BRICK

PLANS TO DRAW UPON AS NEEDED

1. Interrupt Marketing

They are the leading building material marketing company in the U.S.

Their clients are small manufacturers to Fortune 500 companies like Owens Corning. Here is a brief description of their services:

Every market path has its challenges, both seen and unseen. If you don't optimize the channel, allowing your products to flow smoothly through it, you'll end up with a bottleneck that will curb your sales. Think of this in today's terms: bandwidth. If you don't have enough bandwidth, you'll restrict sales. No matter how much you spend on advertising, promotion or price, you can only move as much product as the channel allows.

We identify your channels to market. Where are you strong? Where are your competitors strong? Where is there opportunity? Then we map out the value chain, determining what percentage of the end sale each channel member makes.

This process also uncovers the channel captains or gatekeepers. Who is the single most important person in the channel who decides what products and brands are sold? Why do they sell your product? How important is your category to them? Is it profitable for them? Is it a loss leader they have to carry? Is it a hassle or problem for them?

Next, we explore what they think of your company and your competitors. Once we know who the gatekeepers are and their concerns, we can ensure they prefer your product to the competition. We do this well, because it's the key focus of our business. We understand how to motivate each channel member to change.

We help our clients map out an entire channel strategy or improve the sales results of an existing channel.

2. Principia Consulting

Articulating the Voice of Customer across the entire building materials value chain:

Principia is a marketing consulting firm to the building materials industry. We help our clients increase market share, grow revenues and improve margins through customized client engagements. We have the best view into the building materials industry built from Voice of



Customer and direct industry experience. We have worked with many of the leading participants in every product category in residential and commercial construction, as well as infrastructure. Our industry knowledge and market access across the value chain enables us to reach the right point in the market and have a dialogue about what concerns them. This end to end coverage ensures that knowledge from the entire value chain is transferred to our clients for key decisions and effective market actions.

Our team has deep experience working with leading companies in the industries we serve. Our consulting team of more than 25 professionals averages over 15 years experience, typically with a technical undergraduate degree and a graduate degree in business. In addition, Principia has a global network of industry professionals that serves as a circle of experts and provides access to local markets. This breadth of experience allows us to objectively analyze your most pressing issues and propose creative solutions and implementation strategies based on industry best practices and proven methodologies.

3. Callahan Consulting Group

Tony Callahan has more than 20 years supply chain management experience within manufacturing, building products and homebuilding. As a former Chief Procurement Officer he has extensive real world experience leveraging Corporations spend through center led and centralized sourcing initiatives. Tony is a Certified Professional in Supply Management (CPSM), Certified Supply Chain Professional (CSCP), Certified Green Professional (CGP), Certified Purchasing Manager (C.P.M.), Accredited Purchasing Practitioner (A.P.P.), Certified Integrated Resource Management (CIRM), Certified in Production and Inventory Management (CPIM).

He has an MBA and is an active member of the Institute for Supply Management (ISM) and the Association for Operations Management (APICS). Tony is a licensed residential, light commercial contractor and a Georgia Registered Appraiser.

Also with Callahan, Jerry Oleshansky: has more than 30 years sales and marketing experience in the Building Products industry. As a former VP of National Accounts at Therma-Tru Doors, Jerry has extensive experience managing a large sales team and driving results. He has helped companies become dominate in their category by focusing on customer retention and new customer conversion. Jerry has served on the steering committee for the Harvard Joint Center for Housing Studies Remodeling Futures Program. He was also steering committee chair for the Edward S. Schmidt School of Professional Sales at the University of Toledo, a member of the Business Advisory Council for the College of Business and Innovation at the University of Toledo and Vice-Chair and Board member of the Window and Door Manufacturer's Association (WDMA).



Mr. Oleshansky spent more than 20 years with Owens Corning holding various senior leadership positions in product, market and sales management. He is on the Board of Directors of Sunrise Windows, an Executive-in-Residence and Visiting Instructor at the University of Toledo.

4. Rick Tomlinson Consulting

Rick Tomlinson is the Owner and Consultant at Rick Tomlinson Consulting, a firm providing consulting services in the building materials sector. Mr. Tomlinson has more than 30 years of experience with Georgia Pacific/BlueLinx. He has experience in managing sales operations, and coordinating lumber and plywood trading activities. Mr. Tomlinson has worked as a Branch Manager with total Profit and Loss (P&L) responsibility for areas on the East Coast. He has also worked as National Marketing Manager of Specialty Products, where duties included national and international vendor selection, vendor programs, profitability, new product introduction, and marketing. Mr. Tomlinson has managed sales of asphalt roofing, insulation, particle board, composite decking, vinyl siding, shutters, cement sidings, plastic and composite trim, and specialty metals.

5. Jerome Brown Consulting

Jerome Brown is a consultant for the cement, aggregates & concrete industry. Specifically, Mr. Brown consults on constructing, refurbishing, and optimizing cement facilities. Prior, he was a Technical Director at Holcim. He is a Chemical Engineer with 35 years experience elaborating synergies and improvement potential to assure continuous development of world-wide cement plants with regard to process management, maintenance, quality assurance and development and training of employees. Mr. Brown's experience includes preparing annual operating and CAPEX budgets for all plant activities. He performed pre-investment studies, feasibility studies, project management services and plant operation and performance improvement services. Mr. Brown also has an MBA.

6. Dr. Michael Clark Consulting

Michael Clark, PhD, is a Partner at Whitehopleman, a consultancy firm providing products and solutions for improving plant performance and profitability to the cement industry. Dr. Clark has more than 30 years of experience in manufacturing processes, operations, industry technology,



business appraisal, benchmarking systems, cement process modeling, and restructuring in the cement industry in Asia, Africa, Middle East, US, and Eastern Europe. He also has experience in developing the worldwide "five star" rating system used to assess cement factories. Prior, Dr. Clark was Manager of Cement Operations and Senior Applications Engineer at ABB Linkman Systems, UK and a project manager at Blue Circle Industries, Masons Works, UK. He also worked at Fujairah Cement Industries and Ras Al Khaimah White Cement Company, United Arab Emirates. Dr. Clark holds an MBA from the Henley Management College and a PhD in Chemistry from the Salford University.

7. Kirk Coyne Consulting

Kirk Coyne is the President and Chief Executive Officer of KSC Ventures, Inc., a management company with interests in an architectural/building stone business in Texas. Mr. Coyne is also the President of Renaissance Management Services, a consulting and business advisory firm. He has more than 20 years of experience in the cement, aggregates, concrete, construction materials, and building products industry. Mr. Coyne has held executive and management positions in the fields of finance, strategy, distribution, logistics, business development, and general management at both the corporate and operating company levels. Prior to owning his own companies, he was the President of Lafarge North America's Southeast Region Cement Operations. He holds an MBA from Duke University.

8. APD Consulting and Management

Allan Durning is Founder of APD Consulting & Management Ltd., and provides operational consultancy advice on the construction and building materials industry. Until April 2012, Mr. Durning was the Executive Chairman of the Independent UK Building Material Supplier, National Buying Group. Previously, until 2004, Mr. Durning was the Director of Sales and Marketing of BG-Isover, a UK based firm owned by Saint Gobain, providing Glasswool insulation. Prior, he was the Director of Builder Center Bulk, the major contractor and house builder division of Wolseley. He has over 25 years of experience in distribution and manufacturing of building materials. Mr. Durning has experience in operations, marketing and sales. He has also spent a period in the Middle East working in the Kingdom of Saudi Arabia. Mr. Durning is a Chartered Marketer of the Institute of Marketing and is involved with CIMCIG, he sits on the External Affairs Committee of the Construction Products Association (CPA) and is a Liveryman of The Worshipful Company of Builders Merchants (WCBM). Mr. Durning holds a



BSc.(Hons) in Politics and Government from the Open University and an MBA from the University of Northampton.

9. Channel Marketing Group

David Gordon is a Principal at Channel Marketing Group, a marketing consulting firm providing consulting services to manufacturers, distributors, distribution technology providers, and industry associations since February 2001. Channel Marketing Group focuses much of its efforts in the construction and industrial trades and has completed almost 75 assignments, with over 75% of them in the electrical industry. Mr. Gordon has more than 25 years of experience in business to business marketing. He also has experience in providing consultancy services on increasing market share, acquiring new customers, improving customer retention, enhancing employee loyalty, and building brand awareness. Previously, Mr. Gordon was Vice President of Marketing at SourceAlliance.com and Vice President of Marketing and e-Commerce Strategies at IMARK, a purchasing co-operative representing 200 electrical distributors and 100 manufacturers. He was responsible for developing strategies to increase manufacturer sales and market share.

10. Rod MacKenzie Consulting

Rod MacKenzie is Owner of Green Building Resources (www.greenbldgres.com), a wholesale distributor of residential green building products. Green Building Resources sells a variety of certified green products to home builders, remodelers, contractors and weatherization firms across the US. Mr. MacKenzie has over 30 years of building products industry experience in a variety of sales, consulting, financial and general management positions. Mr. MacKenzie has co-authored a comprehensive, syndicated industry study titled "Building Products Distribution 2008," and has also worked with many building products industry firms to set strategy and plan tactical initiatives. He also speaks frequently on the impact of green building products for residential use on the building products industry. Mr. MacKenzie holds a Bachelor of Science degree in Accounting from Bentley College in Waltham, MA, an MBA from Georgia State University and is a non-practicing CPA.

11. Graham Smith, Consultant

Graham Smith is Managing Director of Adidome Ceramics Co. Ltd and Global Ceramics Consultancy. Mr. Smith has more than 40 years of experience in private sector development, productivity improvement, market development, business support services, regulatory and environmental issues, privatization, due diligence for acquisitions/restructuring, feasibility



studies and Global Environmental Facility projects. He has worldwide experience in ceramics, clay/concrete brick, clay/concrete roof tile, porcelain/ceramic floor & wall tile, glass, porcelain tableware, refractory, granite, marble, mineral sands, kaolin, bauxite, cement, and other non-metallic mineral industries in Europe, Africa, Asia, North & South America, Caribbean, Australasia, & Middle East. Mr. Smith holds a BS in Ceramics from the North Staffordshire University, UK. He has personal experience in investing in a clay brick, roof tile, and ceramics company in West Africa and knows the challenges of investing in emerging economies.

12. Lex Somerville Consulting

Building Materials and Construction Consultant

I have been involved with the construction industry for 38 years and have been conducting inspections, training and providing advice the building industry, timber industry and government organizations on building materials and construction practices for over 20 years. I deliver quality technical advice, testing, inspection and training services to builders, designers, building certifiers, architects, engineers, building associations, government and manufacturers, in the most efficient and cost effective way.