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Andersen Racing Welcomes Lafarge As a New Marketing Partner

PALMETTO, Fla., March 9 — Andersen Racing announced today that it has a new marketing partner in Lafarge North America Inc., a Lafarge Group company that is the largest diversified supplier of construction materials in the United States and Canada.

Lafarge's involvement will center on RLR/Andersen Racing's participation in the 15-race Firestone Indy Lights series and Andersen Racing's three races in the Star Mazda Championship presented by Goodyear at Sebring (Fla.) International Raceway and the New Jersey Motorsports Park. The Palmetto, Fla.-based team is the defending team champion in the latter series.

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"As the leading producer of building materials, Lafarge's strategy is driven by innovation," said Louise Muth, director of external communications for Lafarge North America. "This is a key reason why we're partnering with Andersen Racing. For the same reasons Andersen achieves success on the track, Lafarge achieves success in its businesses. We do it by developing human talent, investing in research, and being committed to innovation. This, of course, supports our overall goal of generating value for our customers."

"Using racing as a metaphor for faster completion of construction projects fits well with two major announcements by our Gypsum Division in 2009: our new joint compound plant in Silver Grove, Ky. which manufactures our innovative Rapid Coat® products, and the re-launch of our unique Rapid Deco® Level 5 gypsum board," added Harry Lubitz, director of marketing for Lafarge North America's Gypsum Division. "Incorporating our new promotion, 'Faster to a Better Finish,' with a racing theme is a perfect way to communicate how these products can provide the benefit of faster execution for our customers."

One of RLR/Andersen Racing's Firestone Indy Lights cars will be on display in the Lafarge booth at the INTEX (Interior Exterior Commercial Construction) Expo March 27-28 in Nashville, Tenn. The INTEX Expo is co-sponsored by the Association of the Wall and Ceiling Industry (AWCI) and the Ceilings and Interior Systems Construction Association (CISCA).

"We are very pleased to add Lafarge to our growing list of contractor-related firms that recognize the value of the Firestone Indy Lights series and Andersen Racing," said John Andersen, who owns the team with his brother, Dan. "Lafarge is a very strong and professional company serving all of North America with excellent products, and we are proud to be associated with them."

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In addition to owning the racing team, the Andersen brothers also own a \$50 million per year contracting business headquartered in New Jersey.

"Andersen Racing looks forward to offering Lafarge an excellent opportunity to entertain its clients on our Firestone Indy Lights race weekends," said Ken Burris of the BMS Group, which handles marketing and sponsor services for Andersen Racing. "This partnership offers guests of Lafarge full team access and a great opportunity for interaction with executives of other companies."

Besides Star Mazda and Firestone Indy Lights, Andersen Racing participates in karting and the Formula BMW Americas series in order to provide the best training possible for future open-wheel stars at every stage of their development. It is the official development team of Rahal Letterman Racing, which can open other opportunities for drivers who successfully complete Andersen Racing's ladder system.

The team's Web site is at andersenracingteam.com. It is based at Andersen RacePark in Palmetto, Fla. Information on that facility can be found online at andersenracepark.com.

Lafarge North America's Web site is at lafarge-na.com.

The Firestone Indy Lights series' season opener is a doubleheader in St. Petersburg, Fla. April 4-5. That series' Web site is at indycar.com/indylights. Its races are televised on VERSUS. The Star Mazda series' season opener is March 20 at Sebring. Its Web site is at starmazda.com. Its races are televised on SPEED.

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About the Lafarge Group:

The Lafarge Group is the world leader in building materials, with top-ranking positions in all of its businesses: cement, aggregates, and concrete and gypsum. With 90,000 employees in 76 countries, the Group posted sales of 17.6 billion Euros and net income of 1.9 billion Euros in 2007. Lafarge North America Inc. ("Lafarge North America" or "Lafarge"), a Lafarge Group company, is the largest diversified supplier of construction materials in the United States and Canada.

The Lafarge Group is the only company in the construction materials sector to be listed in the 2008 "Global 100 Most Sustainable Corporations in the World." With the world's leading building materials research facility, the Lafarge Group places innovation at the heart of its priorities, working for sustainable construction and architectural creativity.

For more information about Lafarge North America, go to lafarge-na.com.

About Andersen Racing:

Andersen Racing strives to provide the best and most comprehensive training possible for future open-wheel superstars while giving its marketing partners media exposure and hospitality opportunities at some of the most prestigious events in North America. It provides a unique, four-step program utilizing multiple entries in four different platforms: karting, Formula BMW Americas, Star Mazda (televised on SPEED) and Firestone Indy Lights (televised on VERSUS). In 2008 it fielded multiple entries in 42 races in 18 states and provinces at some of the best facilities on the continent, including the famed Indianapolis Motor Speedway.

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Andersen Racing won the team championship for 2008 for both the F2000 Championship Series presented by Hoosier Racing Tire and the Star Mazda Championship presented by Goodyear. Two of its drivers finished first and second in the F2000 driver point standings, while another was sixth. Three of its Star Mazda drivers placed third, fifth and sixth in that series' driver standings. RLR/Andersen Racing finished sixth in the 2008 Firestone Indy Lights team standings, while one of its drivers placed fifth in that series' driver point standings.

Andersen Racing's principals, brothers Dan and John Andersen, have extensive experience in series administration as well as team management. They've worked with many of today's top open-wheel stars, including several Indy 500 winners.

Andersen Racing is sponsored by Allied Building Products Corp. and Lafarge North America. It is the official development team of Rahal Letterman Racing, which competes in the IndyCar Series and the American Le Mans Series. The team is headquartered at Andersen RacePark, an 18-acre facility in Palmetto, Fla. that includes a 1-mile road course test track. For more information see andersenracingteam.com and andersenracepark.com.

