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ARMSTRONG NAMES WINROC/SPI A CERTIFIED CEILING RECYCLING PROGRAM PARTNER

*Firm will offer program that enables commercial building owners
to recycle old ceiling tiles rather than dumping them in a landfill*

LANCASTER, PA, August 16, 2010 – Armstrong World Industries, the country's largest manufacturer of acoustical ceiling systems, has named Winroc/SPI a Certified Ceiling Recycling Program Partner.

As a result of its designation as a Certified Program Partner, the firm is now part of a network of distributors and contractors specially trained in implementing the Armstrong Ceiling Recycling Program.

The program, which is the first and longest running program of its kind, enables commercial building owners to ship old ceiling tiles from renovation projects to a Certified Recycling Program Partner, who will then ship them to an Armstrong plant as an alternative to landfill disposal. Under the program, Armstrong even pays for shipping the old ceilings, which it uses as raw materials in the manufacture of new ceilings.

Sixteen Ceiling Recycling Centers Across U.S.

Winroc/SPI will facilitate recycling at its sixteen ceiling recycling centers across the U.S., including Phoenix, AZ; Salt Lake City, UT; Itasca, IL; Indianapolis, IN; Louisville, KY; Norcross, GA; Orlando, Tampa, Hialeah Gardens and Rivera Beach, FL; Oaks, Wilkes-Barre and Lancaster, PA; Carteret and Camden, NJ; and Houston, TX. These locations can also consolidate smaller loads for recycling.

To attain its certification, Winroc/SPI personnel attended a special training session that included such topics as Ceiling Recycling Program requirements, waste management techniques, environmental impact of ceiling recycling, and contributions to Leadership in Energy and Environmental Design (LEED®) programs.

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Safeguards Environment by Reducing Landfill Waste

“Winroc/SPI is proud to partner with Armstrong in safeguarding our natural environment by reducing landfill waste through the recycling of old ceilings into new ceilings,” states Pete Welly, Vice President, U.S. Operations for Winroc/SPI.

“The program is designed to help our customers lessen their impact on the environment by redirecting used ceiling tiles from landfills back to Armstrong, thereby creating a closed loop manufacturing process and offering a valuable end to what typically would have been thrown away.”

Since it introduced the program in 1999, Armstrong has recycled over 80,000,000 square feet of discarded ceiling tiles. This represents more than 11,000 30-cubic-foot dumpsters full of construction waste that would have normally been taken to landfills.

To obtain more information on the Ceiling Recycling Program, call 1-877-ARMSTRONG (1-877-276-7876), or visit armstrong.com/recycling.

Based in Calgary, Alberta, Canada, Winroc/SPI operates 33 branches throughout Canada and 30 in the United States. It has been serving the professional-grade wall and ceiling needs of its customers since 1971.

Armstrong World Industries, Inc. is a global leader in the design and manufacture of floors, ceilings and cabinets. In 2009, Armstrong sales totaled \$2.8 billion. Based in Lancaster, PA, Armstrong operates 36 plants in nine countries and has approximately 10,800 employees.

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