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**FOR IMMEDIATE RELEASE**

**Sauereisen Honored at Pittsburgh’s Marketer of the Year Awards**

Pittsburgh, February 4, 2010 – Sauereisen was selected as a category winner for the 2009 American Marketing Association (AMA) Pittsburgh Chapter’s Marketer of the Year Awards. Company representatives accepted the award at the 3<sup>rd</sup> Annual Marketer of the Year Celebration on Dec. 10, 2009.

As a leading manufacturer of specialty cements and corrosion-resistant material, Sauereisen was recognized in the construction category. Capitalizing on the opportunities in the corrosion restoration market, Sauereisen developed a strategic marketing plan to maintain 2009 wastewater construction sales on par with 2008’s record sales levels.

Tactics executed as part of that campaign to impact Sauereisen’s bottom line included: a new Web site, a targeted media relations program, the introduction of a brand-reinforcing capabilities brochure, dissemination of findings from an independent survey of engineers and facility owners, and a series of face-to-face lunch-and-learn programs with those same audiences. These marketing efforts yielded sales results more than 10 percent ahead of the company’s original 2009 projection.

Established in 1899, Sauereisen is a third-generation manufacturer that provides worldwide product distribution of corrosion-resistant materials. The company is dedicated to establishing expertise in the prevention of corrosion and the restoration of structures affected by it. Sauereisen coatings and linings are commonly specified within the aggressive environments of the wastewater, power, food processing and chemical industries. For more information about Sauereisen visit, [www.sauereisen.com](http://www.sauereisen.com).