

FOR IMMEDIATE RELEASE

For more information contact:

Neil Rock

Cresco Concrete Products, LLC

Phone: (713) 589-5043

Fax: (713) 589-9025

Email: nrock@crescoconcrete.com

Website: www.CrescoConcrete.com

Cresco Concrete Products, LLC Introduces Liteblok™ Grande

(Houston, TX – January 15, 2009) Cresco Concrete Products, LLC has introduced a larger version of its innovative Liteblok™ aerated concrete block. Liteblok™ Grande has nominal dimensions of 8 inches deep, 8 inches tall and 16 inches wide. The larger Grande is primarily targeted at applications where laterally supporting interior concrete walls are absent and where very high insulation values are desired. Retail stores, warehouses, and residential construction focused on creating a strong, well-insulated exterior envelope are typical examples of its use.

Like the existing Liteblok™ system, the Grande is a lightweight, dry stacked, interlocking, Green building block designed for the rapid construction of affordable concrete walls. These qualities were echoed by Neil Rock, President of Cresco, who recently stated, "Liteblok™ Grande can give you a strong, termite, fire, mold, and rot resistant concrete wall with an R-33 equivalent insulating performance at less than the cost of 2x6 wood frame construction."

Liteblok™ applications include homes, offices, warehouses, safe rooms, sheds, fences, retaining walls, and raised beds.

###