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Surface Products Fabricators Launch Granite Brand with Lifetime Warranty

Cornelius, North Carolina – February 14, 2008 – Customers seeking granite countertops want a material that is not only beautiful and functional, but also stands the test of time. With that philosophy in mind, a new organization has created its own brand that offers the granite industry's first lifetime warranty.

The Artisan Group™, an independent organization of the country's premier granite fabricators, has launched Artisan Stone Collection™, which carries the industry's first comprehensive lifetime warranty. The Artisan Stone Collection is offered exclusively by Artisan Group and is now available in the United States and Canada.

Every Artisan countertop is sealed with Firstline™ Sealer which is exclusive to the Artisan Group and provides the very best stain protection technology.

"We are confident that homeowners will embrace our lifetime warranty and will appreciate the superior fabrication and service Artisan Group provides," said Sid Mackay, Artisan Group board member. "This new warranty offers customers perpetual peace of mind about a major purchase that's generally a focal point inside their home."

Artisan Group members represent a select group of national fabricators who share a singular vision: to set a new standard for quality and craftsmanship in the granite countertop industry. "We combine decades of experience with the world's best granite, the latest technologies and unsurpassed customer service to ensure that our customers have confidence in their granite countertops," said Don Hinckley, Artisan Group board member.

Artisan Group membership is selective and all members must meet specific criteria, including:

- Have solid, verifiable, industry experience and expertise
- Apply for and become accredited by the Marble Institute of America, the industry's preeminent trade organization
- Have a solid reputation for quality and service in their market area
- Exhibit and follow sound and ethical business practices
- Utilize the latest technologies for fabrication and project scheduling
- Share a commitment to improve the granite countertop industry

- more -

Artisan Group has partnered with one of the country's largest granite importers to ensure a long-term, consistent supply of high-quality granite from the world's best quarries. The group's powerful purchasing block allows them to offer the widest variety of colors from the basics to the most stunning exotic granites, all at affordable prices. Artisan Group's inspectors are located around the globe to insure quality by inspecting slabs before they leave the quarry.

Customers can view the full Artisan Stone color palette and find their local Artisan Fabricator at www.artisanstonecollection.com. They can also visit their local Artisan fabricator to view the Artisan Stone Collection in person.

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