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Press
Release

**TITAN AMERICA AND ICRETE ANNOUNCE LICENSING AGREEMENT AND
CLEAN-TECHNOLOGY PARTNERSHIP FOR ADVANCED CONCRETE OPTIMIZATION**

**IMMEDIATE
RELEASE**

- *Titan America, a division of Titan Cement headquartered in Greece, will offer U.S. infrastructure projects a smaller carbon footprint by using iCrete high-performance concrete mixes and optimization systems.*
- *Titan America's Florida Business Unit will make first use of iCrete mixes and systems from a location at its Buena Vista operation.*
- *iCrete's production optimization system can substantially reduce the need for cement in the making of concrete by as much as 40 percent.*

NORFOLK, VIRGINIA AND LOS ANGELES, CALIFORNIA – May 29, 2009 – iCrete, a clean technology leader and the world's premier concrete technology company, has signed a clean-technology partnership and licensing agreement with Titan America LLC, the leading concrete and materials provider in the Southeastern region of the United States.

Titan America's Florida Business Unit will offer the use of iCrete high-performance concrete mixes and optimization systems from a location at its Buena Vista operation. The companies will initially focus on federal and local infrastructure projects that require stronger, safer, more durable and more sustainable materials with a smaller carbon footprint.

Founded in 2006, iCrete offers advanced technology and processes to optimize concrete design and production for efficiency, workability and strength – while dramatically lowering greenhouse gas emissions produced by the final product. iCrete's production optimization system can substantially reduce the need for cement by as much as 40 percent on a construction job.

"Continuous improvement and corporate social responsibility are two of our core values," commented Hardy Johnson, Titan Florida Business Unit President. "Using the best available technologies to improve the overall global environmental picture is consistent with these values."

"We are delighted to partner with Titan," said Tom Schneider, iCrete's President and Chief Operating Officer. "Using standard aggregates, Titan and iCrete together will now provide architects and engineers across the Southeast with bold new long-life options in concrete mixes that perform better than ever, but are environmentally sound and cost efficient."

About Titan America LLC

Headquartered in Norfolk, Virginia, Titan America LLC is the premier heavy building materials producer in the Eastern United States. Operations include cement, aggregates, ready-mixed concrete, quarries and fly ash beneficiation. Its parent, Titan Cement Company, S.A., headquartered in Greece, is a signatory to the UN Global Compact, a group of leading companies committed to sustainable and socially responsible business practices. For more information, visit Titan America at <http://www.titanamerica.com> on the web.



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About iCrete

iCrete is a clean-technology provider of advanced concrete production systems to the construction industry. iCrete's mission is to elevate the construction and concrete industries to a new standard of profitability, standardization, and environmental stewardship. iCrete's core business is licensing the iCrete System, a mix design and quality solution for concrete producers, which is transforming the way ready mixed and precast concrete is designed, produced and used worldwide. For more details, visit iCrete at www.icrete.com on the Web.

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