



Recommended by **Jim Caruk**
Master Contractor, HGTV Host
and Editor-in-Chief of Renovator
Contractor Magazine



MEDIA RELEASE

Owens Corning Canada LP welcomes Jim Caruk as brand endorser for EcoTouch® PINK® FIBERGLAS® Insulation, AttiCat® Blown-In Insulation and FOAMULAR® Rigid Insulation

Sets a new benchmark as first industry endorser for Owens Corning Canada in more than 20 years

TORONTO, March 17, 2015 – [Owens Corning](#) (NYSE: OC), manufacturers of [PINK® FIBERGLAS® insulation](#) and other energy conserving products, is pleased to announce that it has entered into a two-year brand association with Jim Caruk, Master Contractor, editor-in-Chief of award-winning magazine *Renovation Contractor*, 2013 Premier's Award recipient, founder of Renos for Heroes, and former host of HGTV's *Real Renos* and *Builder Boss*. The agreement between Owens Corning Canada and Jim Caruk involves a category-exclusive endorsement of Owens Corning EcoTouch® PINK® FIBERGLAS® Insulation, AttiCat® Blown-In Insulation and FOAMULAR® Rigid Insulation products.

Caruk says, "Having spent more than 35 years renovating and building homes for my clients I've learned many lessons, the most important being to never compromise on quality craftsmanship and expertise. Building a family's home is a huge responsibility where time, money and emotion could ignite at any moment.

That's why I only use products that are tried, tested and truly the best. I am delighted and it feels natural for me to endorse Owens Corning, a brand I have been using since I started in the business.

I have depended on Owens Corning for years when insulating and protecting the hundreds of homes I have built – they did after all invent fiberglass® insulation more than 75 years ago! I can feel confident I am providing my clients with the best for their homes when I use Owens Corning. I know and trust Owens Corning performance and their commitment to energy savings in Canada and around the world."

"We are indeed very proud to join forces with Jim who has been a staunch PINK® supporter from when he first entered this industry. Two great brands leveraging expertise, products and solutions – an excellent fit," says Christine Sampson, Owens Corning Canada Marketing Leader.

About Jim Caruk:

Jim Caruk started out as a sheet-metal worker, after graduating from George Brown College in 1976. Since then, he has built on his training to become principal of the Caruk Group construction firm. He became a television celebrity in 2002 when his firm was the focus of the HGTV series, *Real Renos*. Later, he hosted another HGTV series, *Builder Boss*, and has made countless guest appearances on television, and as a speaker at trade and consumer shows across the country.

In 2009, Caruk launched the non-profit Renos for Heroes Foundation, which provides renovation services to Canadian soldiers who have lost limbs in battle.

In 2011, he launched *Renovation Contractor*, an award-winning national trade magazine for renovators and custom homebuilders.

In 2012, Jim launched a national renovators and builders forum called the Renovators' Roundtable, bringing together his industry peers across all construction disciplines, to educate them on how to better grow their businesses and learn from each other. The annual forum brings in experts from across North America to speak and educate the contracting community.

Jim is a Premier's Award recipient for 2013, demonstrating outstanding career success related to his college experience and making a significant contribution to his industry and community.

About Owens Corning:

Owens Corning (NYSE: OC) is a leading global producer of residential and commercial building materials, glass-fiber reinforcements and engineered materials for composite systems. A Fortune[®] 500 company for 60 consecutive years, Owens Corning is committed to driving sustainability by delivering solutions, transforming markets and enhancing lives. In business for more than 75 years, Owens Corning is a market-leading innovator of fiberglass[®] technology with sales of \$5.3 billion in 2014 and about 14,000 employees in 25 countries. Additional information is available at www.owenscorning.com.

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