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**News Release**  
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## **KAWNEER HONORED IN *ARCHITECTURAL RECORD*'S EXCELLENCE IN ADVERTISING AWARD COMPETITION**

### ***Advertisement Selected for Creativity and Understanding of the Needs of the Architecture Community***

**NORCROSS, GA** – Kawneer Company, Inc., the leading manufacturer of architectural aluminum products and systems for commercial construction, today announced that it has been recognized by *Architectural Record* as a winner in the 13<sup>th</sup> annual Excellence in Advertising Awards. The winning advertisement was a part of Kawneer's AA®3200 ISOWEB® Sliding Door launch campaign and was recognized in the category of Single Page Advertisement.

Designed to meet the challenges of thermal, coastal and hurricane resistant conditions, Kawneer's AA®3200 ISOWEB® Sliding Door stands up against the elements, while providing building occupants with advanced comfort and performance. Kawneer wanted to create a visual portrayal of the sliding door's high-performance capabilities and striking aesthetics that would intrigue the architecture community and emphasize the benefits of the new door. In February 2009, Kawneer launched the AA®3200 ISOWEB® Sliding Door with the appearance of its advertisement in selected publications. Each aspect of the advertisement illustrated the idea that an aesthetically pleasing, large-scale commercial door could not only protect occupants from harsh weather conditions, but also effectively combine form and function to meet high-end application needs.

Full page or larger ads published in *Architectural Record* in the first quarter of 2009 were considered for the awards. Judged for their content and graphic presentation, winners were selected by a jury of nine architects and designers. *Architectural Record* recognized this year's winners at the Excellence in Advertising Awards breakfast and panel discussion held Friday, May 1.

"A well-designed layout and just enough information come together to create an ad that could be called a 'textbook' example of successful advertising," said *Architectural Record* in its review of the winning advertisement. "The accent color draws the eye without overwhelming, and for a moment, the reader is 'transported' to that balcony. That's effective advertising."

For more information on the AA®3200 ISOWEB® Sliding Door, or to learn more about Kawneer, please visit [Kawneer.com](http://Kawneer.com).

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**About Kawneer**

With more than 100 years of innovation and experience, Kawneer North America is headquartered in Norcross, GA, and is the leading manufacturer of architectural aluminum products and systems for the commercial construction industry. Kawneer is part of Alcoa's global Building and Construction Systems (BCS) business unit. Alcoa BCS manufactures and markets architectural systems and products in North America, Europe, Asia and the Middle East. Alcoa is the world's leading producer and manager of primary aluminum, and alumina facilities, and is active in all major aspects of the industry. For more information on Kawneer or its products, please visit [www.kawneer.com](http://www.kawneer.com).