



USG/CGC & U.S. Olympic & Paralympic & Canadian Olympic Team Sponsorship FACT SHEET

For more than 110 years, Chicago-based USG has been a leader in exceeding customer expectations with innovative products and systems to build the environments in which people live, work and play. USG is launching a new brand identity and tagline, “It’s Your World, Build It,” which exemplifies the organization’s unwavering focus on its customers and strategy for continued growth. USG and its Canadian subsidiary, CGC, Inc. are activating the new brand through four-year sponsorships of the U.S. Olympic and Paralympic Teams and the Canadian Olympic Team.

Company Facts:

- Founded 1901
- Headquartered in Chicago, IL
- Chairman, President and Chief Executive Officer: James S. Metcalf
- Inventor of wallboard and mineral wool ceiling tile, USG created North America's building materials industry
- More than 9,000 employees working in more than 30 countries
- North America's leading producer and distributor of gypsum wallboard, joint compound and a vast array of related products
- Building materials manufactured include wall, ceiling, flooring underlayments, exterior sheathing and roofing systems
- Through subsidiary L&W Supply, USG is also the nation's largest distributor of drywall and related building products. L&W Supply operates more than 140 locations across the United States.
- Flagship brands include SHEETROCK® Brand gypsum panels and DUROCK® cement board, which are recognized around the world.
- Subsidiaries and partners are active in over 140 countries worldwide with manufacturing and distribution facilities in the America’s, Asia-Pacific, Africa, and the Middle East.

New Tagline:

“It’s Your World, Build It,” exemplifies the organization’s unwavering focus on its customers and strategy for continued growth.

Core Values:

USG’s core values—integrity, service, innovation, diversity, safety, efficiency and quality — are reflected in the Olympic and Paralympic Movements, making the relationship between the organizations an ideal match.

U.S. Olympic & Paralympic Team Sponsorships Facts:

- Four-year sponsor of United States Olympic Committee
- Official building materials manufacturer and distributor of Team USA
- Donated building products to the new Ted Stevens Sports Services Center at the Colorado Springs Olympic Training Center, set to open in 2014.
- Four-year sponsorship will span the 2014 Olympic and Paralympic Winter Games in Sochi, Russia; the 2015 Pan Am Games in Toronto, Canada; the 2016 Olympic and Paralympic Games in Rio de Janeiro, Brazil

Canadian Olympic Team Sponsorships Facts:

- Four-year sponsor of Canadian Olympic Team



- Official construction and building materials supplier of the Canadian Olympic Team
- Four-year sponsorship will span the Canadian Olympic Team's participation in the 2014 Olympic Winter Games in Sochi, Russia; the 2015 Pan Am Games in Toronto, Canada; the 2016 Olympic Games in Rio de Janeiro, Brazil, as well as the Youth Olympic Games in 2014 and 2016

About USG

USG Corporation is a manufacturer and distributor of high-performance building systems through its United States Gypsum Company, USG Interiors, LLC, L&W Supply Corporation and other subsidiaries. Headquartered in Chicago, USG Worldwide operations serve the commercial, residential, and repair and remodel construction markets. USG wall, ceiling, flooring underlayment, exterior sheathing and roofing systems provide leading-edge building solutions for customers, while L&W Supply branch locations efficiently stock and deliver building materials nationwide. For additional information, visit www.usg.com.