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NEWS RELEASE

USG Collaborates with Citi and GE to Create Custom Wall Murals at USA House in Sochi

United States Olympic Committee sponsors work together to produce creative custom imagery using USG and GE technology

CHICAGO — February 25, 2014 — Like the athletes they support, three U.S. Olympic Committee (USOC) sponsors, USG Corporation (NYSE: USG), General Electric (GE) and Citi (C) used teamwork to produce custom installations at the USA House at the Sochi 2014 Olympic Winter Games.

USG's Pixels™ Wall Mounted Panels, backlit with GE Lighting, were used on the USOC's Sponsor Wall and Citi's Every Step of the Way® Signature Steps installation at USA House, the USOC's hospitality venue in the Olympic Park.

"This is a great example of the far-reaching benefits of USOC sponsorship," said Lisa Baird, Chief Marketing Officer, United States Olympic Committee. "It is rewarding to see three organizations come together in creating something memorable and beautiful for athletes and guests to enjoy in Sochi."

USG Pixels technology creates custom perforated images of photographs, brand logos or geometric shapes that can be mounted to walls and ceilings. The displays are backlit by GE's Tetra PowerGrid, a modular LED system that provides uniform light and energy efficiency for 50,000 hours.

The collaboration originated when USG reached out to the USOC to demonstrate its Pixels technology. The USOC determined a Pixels wall-mounted display would be a creative and impactful way to showcase the sponsorship wall that greets visitors and athletes as they enter the USA House.

When Citi wanted to activate its “Every Step of the Way” program, first unveiled before the London 2012 Olympic Games, the USOC suggested USG’s Pixels technology as a way to showcase the “Signature Step” footprints of each of the Team Citi athletes. USG’s Ceilings Solutions Group worked closely with Citi and the USOC to design and install the unique wall mounted panels.

“This has been an outstanding opportunity to work with our fellow Olympic sponsors who believe in the Olympic Movement, share our values, and support athletes that inspire a nation to succeed at the highest level,” said USG CEO Jim Metcalf.

“We’re excited to partner and bring our technology to this project. It’s fantastic when USOC sponsors have the opportunity to support not only Team USA, but also each other,” said Christopher Katsuleres, Director, Olympic & Sport Marketing at GE.

“With the valued support and expertise of our fellow Team USA sponsors, our Signature Steps installation became a striking focal point at USA House and ensured that the Citi Every Step of the Way program was brought to life in Sochi in a unique and compelling way,” said Tina Davis, Director of Corporate Sponsorships at Citi.

USG and GE Lighting donated all building materials and labor to the USOC and USA House.

For more information on USG and its partnership with the U.S. Olympic and Paralympic teams and the Canadian Olympic Team, visit www.usg.com.

About USG

USG Corporation is a manufacturer and distributor of innovative, 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, enabling our customers to build the outstanding spaces where people live, work and play. USG wall, ceiling, exterior sheathing, flooring underlayment and roofing systems provide leading-edge building solutions, while L&W Supply branch locations efficiently stock and deliver building materials throughout the United States. USG and its subsidiaries are proud sponsors of the U.S Olympic and Paralympic teams and the Canadian Olympic team. For additional information, visit www.usg.com.

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