



For Immediate Release

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## NEWS RELEASE

### USG CORPORATION INTRODUCES NEW BRAND IDENTITY

#### New corporate brand is launched with support of U.S. Olympic Committee and Canadian Olympic Team Sponsorships

CHICAGO, October 1, 2013 - USG Corporation (NYSE: USG), a leading building products company, today announced its new brand identity and tagline, "It's Your World. Build It.," which exemplifies the organization's unwavering commitment to customers and its strategy for continued growth.

Building on the success of its strategic growth plan, USG and its Canadian subsidiary, CGC, Inc., are activating the new brand through four-year sponsorships of both the U.S. Olympic and Paralympic Teams and the Canadian Olympic Team. USG and CGC are now the official building materials sponsors of Team USA and the Canadian Olympic Team. L&W Supply Corporation, the company's distribution subsidiary, becomes the official building materials provider of Team USA.

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.

"Over the past five years, we made several strategic moves to make USG a stronger, more agile company," said Chairman, President and CEO James S. Metcalf. "We are focused on things that matter to our customers: product innovations, expansion into key international markets, and making it easier to do business with us," added Metcalf.

"Being associated with The Olympic Movement, which is recognized throughout the world, gives USG broad exposure and appeal as we roll out our new identity," said Metcalf.

"Olympic and Paralympic athletes are known for high performance, perseverance and a commitment to excellence – principles that align closely with USG's own values. We are proud to support the athletes who devote their lives to achieving greatness. It inspires us to do the same as we embark on the next phase of our company's growth," adds Metcalf.

“The support of Team USA Partners such as USG is essential to maintaining our commitment to elite-level performance and ensuring U.S. Olympic and Paralympic athletes have every opportunity to succeed,” said Scott Blackmun, chief executive officer, USOC. “In addition to financial support, USG is adding its expertise and materials to aid in the improvements at the Olympic Training Center in Colorado Springs. The work being done to improve facilities at the OTC will have a direct and meaningful impact for the athletes who live and train there.”

“The Canadian Olympic Committee knows it takes a village to raise a champion,” said COC President Marcel Aubut. “In forging a strong and vibrant partnership with USG, we are continuing to foster the development of athletes and coaches. On behalf of the entire Canadian Olympic family, I want to welcome and thank USG for supporting our nation’s sporting future.”

USG’s continued focus on investing in promising technology and innovation has enabled its current success and represents the foundation for future growth. The company introduced the building industry’s greatest advance in decades – lightweight wallboard – with its award-winning SHEETROCK® Brand UltraLight Panels. USG now offers a full portfolio of lightweight building products and is the leader in lightweight innovation. In addition, USG is taking steps to diversify its long-term sources of earnings with joint venture investments in India and Oman to take advantage of growing demand in that region.

USG’s U.S. sponsorship includes the donation of innovative building materials, such as SHEETROCK® Brand UltraLight Panels Firecode® 30 for the new High-Performance Center at the Colorado Springs Olympic Training Center, set to open in early 2014.

The four-year agreement also includes the sponsorship of Team USA and the Canadian Olympic Team competing in the 2014 Olympic and Paralympic Winter Games in Sochi, Russia; the 2015 Pan/Parapan American Games in Toronto; and the 2016 Olympic and Paralympic Games in Rio de Janeiro.

USG, CGC and L&W Supply are also proud to sponsor several elite athletes expected to compete in the Olympic and Paralympic Winter Games in Sochi, Russia.

United States athletes:

- Alana Nichols (Alpine Skiing and Wheelchair Basketball), three-time U.S. Paralympian and five-time Paralympic medalist
- Billy Demong (Nordic Combined), four-time U.S. Olympian and two-time Olympic medalist
- Monique Lamoureux (Ice Hockey), Vancouver 2010 Olympic Winter Games silver medalist
- Jocelyn Lamoureux (Ice Hockey), Vancouver 2010 Olympic Winter Games silver medalist
- Rico Roman (Sled Hockey), Sochi 2014 Paralympic hopeful
- Seth Wescott (Snowboard Cross), two-time U.S. Olympian and two-time Olympic gold medalist

Canadian athletes:

- Duncan Keith (Ice Hockey), Vancouver 2010 Olympic Winter Games gold medalist
- Tessa Bonhomme (Ice Hockey), Vancouver 2010 Olympic Winter Games gold medalist

### **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](http://www.usg.com).

### **About USOC**

Founded in 1894 and headquartered in Colorado Springs, Colo., the U.S. Olympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. As such, the USOC is responsible for the training, entering and funding of U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, while serving as a steward of the Olympic and Paralympic Movements throughout the country. For more information, visit [teamusa.org](http://teamusa.org).

### **About COC**

The Canadian Olympic Committee leads the achievement of the Canadian Olympic Team's podium success and advances Olympic values in Canada. Independent and predominantly privately funded, the Canadian Olympic Committee delivers resources that Canada's elite athletes need to perform at their best and *Give Their Everything* every day. The backbone of Canada's Olympic movement, the Canadian Olympic Committee works with National Sport Federations to prepare the Team for the Olympic, Youth Olympic and Pan American Games. By sharing our athletes' stories, we inspire all Canadians through the power of sport: 24 hours a day, 7 days a week, 365 days a year. For additional information, visit [www.olympic.ca](http://www.olympic.ca).

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