

Amanda Eden
White Good & Co. Advertising
Phone: 717.756.6838
Fax: 717.396.9483
aeden@whitegood.com

Danielle Floyd
White Good & Co. Advertising
Phone: 717.278.0515
Fax: 717.396.9483
dfloyd@whitegood.com

For Immediate Release

MEDIA ALERT: Regupol America Invites Two Additional Architects to "Bolt to Jamaica"

Lebanon, PA – Regupol America has opened two more spots on its "Bolt to Jamaica" tour for US architects, taking a total of six people. The deadline has also been extended to Friday, April 16, 2010.

Regupol America's "Bolt to Jamaica" Call for Participants

If you're an architect, specialize in commercial construction for recreation and education or regularly specify products for sports and fitness surfaces, then fill out the following entry form (pages 3-4). **DEADLINE HAS BEEN EXTENDED: Applications must be returned by April 16, 2010.** Participants selected based on eligibility and the quality of their completed answers. Winners will be notified by April 19, 2010.

In the meantime, follow the contest progress on [Twitter](#) (@regupolamerica) and [Facebook](#):
Twitter – www.twitter.com/regupolamerica

Background

Whether you're a world champion or one who aspires to be, there's nothing like running on a Regupol® track. Just ask Usain Bolt, three-time Olympic and World Championship gold medalist and World Record Holder in the 100m and 200m events. Bolt broke these records in Berlin on a Regupol® running track manufactured by Regupol America parent company BSW.

Now it's time for Usain Bolt to run on Regupol® full-time. This spring, BSW will install a new Regupol® AG running track surface at Bolt's practice facility at the Mona Campus of the University of the West Indies, Kingston. To honor the event, Regupol America is inviting a minimum of four U.S architects to "Bolt to Jamaica," an all expenses paid, four-day trip to sunny, tropical Jamaica. During the trip from April 29-May 2, participants will attend a dedication event for the new track and meet the man himself, Usain Bolt. Additionally, join Bolt for a private poolside reception to kick-off the trip. Other activities include touring sites of Jamaican architectural and cultural significance and beach time.

How to Get In on the Excitement

1. Determine your eligibility based on the qualifications listed below.
2. Complete the application form.
3. Return the application by deadline of April 16, 2010.
4. Participants selected based on eligibility and the quality of completed answers on the entry form. Preference given to those who regularly specific products for sports and fitness surfaces, specialize in commercial construction for recreation and education, have used recycled rubber flooring in past projects and/or plan to use it in the future.
5. Selected participants will be notified by April 19, 2010.

Qualifications – Participants must:

1. Have a valid US passport.
2. Be available for the duration of the four-day event, April 29-May2, 2010.
3. Be an accredited and/or licensed architect and provide proof of accreditation or license.
4. Be an architect currently living in the United States.
5. Be willing to participate in all activities, within reason. There will be some free time but most activities and meals are planned beforehand and attendance is required.

Accommodations Include:

1. Round-trip airfare from the United States to Kingston, Jamaica
2. Single occupancy hotel room for three nights
3. Most meals
4. Group transportation during the tour
5. Admission to scheduled attractions, tours, etc.

Regupol America LLC, American subsidiary of German-based, BSW (Berleburger Schaumstoffwerk GmbH), is a third generation company founded in 1954. Headquartered in Lebanon, PA, the inventor of recycled rubber flooring manufactures multi-purpose surfaces, running track surfaces, synthetic turf shock pads and impact sound absorption underlayments. With more than 50 years experience, the group employs over 360 employees. The company uses over 115 million pounds of rubber in the manufacturing process. More than 110 million square feet of product is sold each year, with distribution in over 100 countries. Made of 100% post-consumer tire rubber, post-industrial EPDM rubber and additional renewable resources, Regupol America uses the finest raw materials and state of the art manufacturing. The portfolio of products withstands the most intense use, ensuring outstanding performance.

Promotion Official Rules: **NO PURCHASE NECESSARY AND NO PAYMENT WILL BE ACCEPTED TO ENTER OR BE SELECTED.** The promotion begins on March 22, 2010 and ends on April 16, 2010. Odds of winning depend on the number and quality of applications received. Participants are selected based on the information provided in the application and not by a random drawing or other element of chance. The promotion is only open to legal residents of the United States over the age of eighteen (18) years. Promotion sponsors are not responsible or liable for incomplete, late or lost applications or other applications not in compliance with the Official Rules. Such applications will be declared void and discarded. Selected participants must have a valid passport and sign an affidavit of eligibility and release of liability prior to taking the trip. The approximate retail value of the trip is \$5,000. Cash value may not be selected as an alternate award under this promotion. Neither the trip package nor any portion thereof may be exchanged, redeemed for cash, resold or transferred in any manner. If any selected participant is unable to participate in the trip or violates or attempts to violate these Official Rules, the participant's selection shall be revoked and declared void and an alternate participant will be selected. All applicable federal, state, local, and other income taxes are the sole responsibility of the selected participants. To obtain a list of the selected participants, please send an email after April 19, 2010 to: regupolpr@whitegood.com. The Official Rules are final and binding in all respects. Promotion sponsored and produced by: RegupolAmerica. Void where prohibited

Regupol America's "Bolt to Jamaica" Entry Form Extended Deadline April 16, 2010

Qualifications

1. Must be available for the duration of the four-day event, April 29-May 2, 2010.
2. Must be an accredited and/or licensed architect and be able to provide proof of accreditation or license.
3. Must be an architect currently living in the United States.
4. Must be willing to participate in all activities of the junket, within reason. There will be free time but most activities, meals and excursions are planned beforehand and attendance is required.

Steps to Apply

1. Complete all questions below and on the next page. Attach additional pages if needed.
2. Return this application by **April 16, 2010**. Form may be emailed, faxed or mailed however **email is strongly preferred**.
3. Participants selected based on eligibility and the quality of answers completed on the entry form. Preference given to those who regularly specific products for sports and fitness surfaces, specialize in commercial construction for recreation and education, have used recycled rubber flooring in past projects and/or plan to use recycled rubber flooring in the future.
4. Selected participants will be notified by April 19, 2010.

Please send your application by mail, fax or email (preferred):

Regupol America's Bolt to Jamaica
c/o White Good & Co.
322 North Arch St.
Lancaster, PA 17603
Fax: 717.396.9483
regupolpr@whitegood.com

General Information:

Name (as it appears on your passport):
Name (as you prefer to be called):
Address:
Phone:
Email:

Education (School and degrees earned):
Current Employer / Title:
Work History / Awards & Achievements:

Please complete the following questions (attach additional pages if needed):

1. What is your role in your company?
2. Are you an accredited member of AIA and/or licensed in your state of residence? May we verify this information?
3. Notable project history / current projects (be detailed, attach additional pages if necessary)
4. Have you used or do you plan to use recycled rubber flooring in past or upcoming projects? If so, where and please describe the use of recycled rubber flooring. If possible, please state the recycled rubber flooring manufacturer you used.
5. Why do you want to participate in Regupol America's "Bolt to Jamaica"?

Your answer to the following questions does not affect your chance of being selected:

1. Are you familiar with or have you used Regupol products in the past?
2. Are you actively and regularly engaged in social media? If so, please list blog URLs, Twitter username, etc.
3. Would you be willing to blog or tweet during the event?
4. May we add you to our mailing list to receive minimal e-blasts and other company news?

Promotion Official Rules: **NO PURCHASE NECESSARY AND NO PAYMENT WILL BE ACCEPTED TO ENTER OR BE SELECTED.** The promotion begins on March 22, 2010 and ends on April 16, 2010. Odds of winning depend on the number and quality of applications received. Participants are selected based on the information provided in the application and not by a random drawing or other element of chance. The promotion is only open to legal residents of the United States over the age of eighteen (18) years. Promotion sponsors are not responsible or liable for incomplete, late or lost applications or other applications not in compliance with the Official Rules. Such applications will be declared void and discarded. Selected participants must have a valid passport and sign an affidavit of eligibility and release of liability prior to taking the trip. The approximate retail value of the trip is \$5,000. Cash value may not be selected as an alternate award under this promotion. Neither the trip package nor any portion thereof may be exchanged, redeemed for cash, resold or transferred in any manner. If any selected participant is unable to participate in the trip or violates or attempts to violate these Official Rules, the participant's selection shall be revoked and declared void and an alternate participant will be selected. All applicable federal, state, local, and other income taxes are the sole responsibility of the selected participants. To obtain a list of the selected participants, please send an email after April 19, 2010 to: regupolpr@whitegood.com. The Official Rules are final and binding in all respects. Promotion sponsored and produced by: RegupolAmerica. Void where prohibited.