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FOR IMMEDIATE RELEASE

Independent Granite Fabricators Launch Granite Brand with Lifetime Warranty

(Insert your City, State) – (Insert Date), 2008 – Homeowners seeking granite countertops want a material that endures. With that philosophy in mind, a new organization has created its own brand offering the granite industry’s first lifetime warranty.

The Artisan Group™, an independent organization of the country’s premier granite fabricators, has launched, Artisan Stone Collection™, which carries the industry’s first lifetime warranty. The Artisan Stone Collection is offered exclusively by Artisan Group and is now available in the United States and Canada.

Every Artisan countertop is sealed with Firstline™ Sealer which is exclusive to the Artisan Group and provides the latest stain protection technology.

“We are confident that homeowners will embrace our lifetime warranty and will appreciate the superior fabrication and service Artisan Group provides,” said Sid Mackay, Artisan Group board member. “This new warranty offers customers perpetual peace of mind about a major purchase that’s generally a focal point inside their home.”

Artisan Group members represent a select group of national fabricators who share a singular vision: to set a new standard for quality and craftsmanship in the granite countertop industry. “We combine decades of experience with the world’s best granite, the latest technologies and unsurpassed customer service to ensure that customers have renewed confidence in granite countertops.” said Don Hinckley, Artisan Group board member.

Artisan Group membership is selective and all members must meet specific criteria, including:

- Have solid industry experience and meet minimum experience requirements
- Apply for and become accredited by the Marble Institute of America, the industry’s preeminent trade organization
- Have a solid reputation for quality and service in their market area
- Exhibit and follow sound business practices
- Utilize the latest technologies for fabrication and project scheduling
- Share a commitment to improve the granite countertop industry

Artisan Group has partnered with one of the country's largest granite importers to ensure a long-term, consistent supply of high-quality granite from the world's best quarries. The group's powerful purchasing block allows them to offer the widest variety of high-quality basic colors along with stunning exotic granites, all at affordable prices. Artisan Group's inspectors, located around the globe, routinely inspect slabs before they leave the quarry.

Homeowners can view the full collection and find their local Artisan Fabricator at www.artisanstonecollection.com. They can also visit their local Artisan fabricator to view the Artisan Stone Collection in person.

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