



J-M Manufacturing Company, Inc.

*PRESS RELEASE

JMM LAUNCHES NEW ADVERTISING CAMPAIGN
Program Promotes Need for Improved Water Infrastructure and Treatment

Livingston, NJ – November 28, 2006 – In a strategic move to educate the market and build brand awareness, J-M Manufacturing (JMM), the world's largest producer of plastic pipe, today announced the launch of an integrated advertising and marketing campaign designed to increase awareness of the quality of America's water systems.

Targeted to water industry professionals, as well as businesses and consumers, the campaign highlights problems with today's aging water systems and focuses on the vital role that PVC (polyvinyl chloride) and PE (polyethylene) pipe can play in ensuring a clean and safe water supply.

"Our new campaign speaks directly to businesses and consumers about potential problems that may exist in the sewer and fresh water systems that are essential to daily life and health," said Walter Wang, President and CEO of J-M Manufacturing. "We've played a significant role in helping numerous communities improve their water infrastructure, and believe it's time to raise awareness of the positive impact JMM and our local partners have in transporting these vital resources and providing quality services."

Campaign Elements

The new television, print and online campaign uses dramatic images and thought provoking questions to capture attention. For instance, one element of the campaign includes images of a sewer main break that leaked millions of gallons of sewage into the ocean and threatened to destroy one of America's most beloved beaches. JMM was there to provide an emergency bypass pipeline to safeguard the beach.

Targeted to the print and online editions of trade media including, *Water Efficiency, Engineering News Record* and *Municipal Sewer & Water*, as well as national broadcast media CNN, ESPN, Headline News and The Golf Channel, the overarching program will also include a direct response marketing component, public relations, and event marketing. Additionally, the campaign includes an interactive element that allows web visitors to "Test Your Water IQ" via the mini-site at www.askforjmm.com.

"The campaign extends our recent marketing efforts including developing our new logo and tagline, "Building Essentials for a Better Tomorrow," commented Marc Miller, director of marketing at JMM. "It reflects the company's mission to do our part to make the world a better place by providing the essential



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products that carry our most important resources and services: water, electricity, telecommunications, and natural gas.”

The campaign was developed for JMM by Badger & Partners, a brand advertising agency in New York City, with support from Stanton Crenshaw Communications, a leading mid-size public relations agency.

For additional information, visit J-M Manufacturing on the web at www.jmm.com.

About J-M Manufacturing Company, Inc.

J-M Manufacturing Company, Inc. (JMM) is the world’s largest producer of plastic pipe. JMM was formed after the acquisition of eight PVC pipe plants in 1982. Today the company operates a total of 14 facilities throughout the US.

The company serves the utility, solvent weld, electrical conduit and natural gas markets, and offers a comprehensive product line that includes polyvinyl chloride (PVC) pipe in diameters ranging from ½” to 48”, polyethylene (PE) pipe in diameters ranging from ½” to 63”. JMM recently introduced EverPEX™ (cross-linked polyethylene) tubing, used in plumbing, radiant heating, and snow melting applications, in diameters ranging from ¼” to 1 ½”.

JMM is dedicated to developing the plastic pipe market by offering superior products, unparalleled quality, and ensuring that its business makes a positive contribution to the environment, the communities it serves, its customers, and employees. For additional information, visit J-M Manufacturing on the web at www.jmm.com.

building essentials for a better tomorrow™

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