



JM Eagle Debuts TV Commercial During 2008 Olympics

Spot Will Recognize Seven Top Customers

LOS ANGELES – August 8, 2008 – JM Eagle, the world’s largest manufacturer of plastics pipe, today announced that it will debut a new television commercial during the 2008 Summer Olympic Games.

Using a “power of water” theme, the spot focuses on the role of water and the importance of transporting it. Additionally, it will acknowledge seven JM Eagle customers for the part they play in helping to deliver water by including their logo and tagline at the conclusion of the commercial.

“We felt the Olympic Games presented a good opportunity to increase awareness of the dramatic impact that water has on all of our lives,” said Neal Gordon, Vice President of Marketing at JM Eagle. “The reality is that water has become a precious commodity in the U.S. and throughout the world that we can no longer take for granted.”

The campaign extends JM Eagle’s recent marketing efforts focused on a theme of ‘Building Essentials for a Better Tomorrow.’

Gordon also noted that the commercial was also a way for JM Eagle to thank its customers. “Being part of a commercial that airs during the Olympics is a unique opportunity, and one that we felt our customers would appreciate. Our distributors are our partners, and the bottom line is that we wanted to find a meaningful way to acknowledge the important role they play in the success of our business.”

Campaign Elements

The new commercial uses dramatic images of free-flowing water to show the inspirational power it has on humanity and its deep impact on basic human existence. A view of the JM Eagle pipe bringing water to homes across America reminds audiences how easy it is to take this most precious resource for granted.

The 30-second spot is scheduled to debut on Aug. 9 and will air on NBC Network Sports, which includes NBC Sports, MSNBC, CNBC, and USA. Two of the airings will be in primetime on network television – a first for the company.

The campaign was developed for JM Eagle by Badger and Partners, a brand advertising agency in New York City.

For additional information, visit JM Eagle on the web at www.jmeagle.com.

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About JM Eagle

With 24 manufacturing plants throughout North America and a workforce of over 2,300 employees, JM Eagle manufactures the widest array of high grade, high performance polyvinyl chloride (PVC) and high density

polyethylene (HDPE) pipe in the industry across a wide variety of industries and applications including the utility, solvent weld, electrical conduit, natural gas, irrigation and water/sewage markets. JM Eagle 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. To find out more, go to www.jmeagle.com.

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