

THE PCF GROUP PROVIDES CUSTOM LYKEWOOD ARCHITECTURAL ACCENTS FOR NEW LG'S PRIME STEAKHOUSE IN THE GASLAMP QUARTER

SAN DIEGO — January 31, 2005 — The PCF Group (PCF) has provided the custom Lykewood architectural foam details for San Diego's first LG's Prime Steakhouse, located at 789 Sixth Avenue in the Gaslamp Quarter, according to Scott J. Buckley, vice president of marketing for PCF, San Diego's largest supplier and installer of expanded polystyrene (EPS) foam architectural shapes and accents.

PCF Group partnered with San Diego's Design Perspectives, an interior design firm specializing in hotel and restaurant projects, to complement a Frank Lloyd Wright craftsman style theme for the restaurant. PCF fabricated its custom Lykewood timber elements for extensive use throughout the restaurant's entryway, dining rooms, wine room and bar area, and telephone/restroom area. The restaurant's entryway features arched timbers running along the barreled ceiling with trim finished with silver anodized buttons. The VIP dining room has oversized wood timbers across its ceiling surrounded by classic faux wood trim. In addition, chandelier boxes drop from the ceiling encased in Lykewood molding and ending with a custom light cove. PCF worked with the general contractor, Wheelihan Construction, Inc., and PCF/Install, a division of the PCF Group, provided the installation. The design architect is Benson & Bohl Architects.

This is LG Prime Steakhouse's first San Diego location. The award-winning restaurant has locations in Palm Desert, Palm Springs and La Quinta.

Approached by the building community to save on material and labor costs of wood beams in residential and commercial projects, PCF developed its innovative "Lykewood" Series, which is a simulated wood graining over hard-shell coated foam shapes. Lykewood's wood graining for interior and exterior applications is available in a variety of textures — smooth, light and heavy graining. Available styles in the timber look are standard grain, rustic and weathered rustic. The PCF Group also offers southwest style Vegas and Peeler Logs. Instead of real wood beams being tied into the wall and ceiling structure, the faux timber is adhesively applied to the surface in the finish stage. The product has allowed designers and architects to become more creative in their designs due to the versatile computer cutting capabilities employed by PCF when manufacturing the LykeWood faux timber beams.

The PCF Group is located at 8585 Miramar Place, San Diego 92121. The telephone number is (858) 455-1274 or the company can be reached toll-free at 888-511-FOAM (3626). Visit the PCF Group website at www.pcfgroup.com.

