

PACIFIC COAST FOAM PROVIDES LYKEWOOD ARCHITECTURAL ACCENTS FOR LEO HAMEL'S NEW OLD TOWN JEWELRY STORE

SAN DIEGO — June 19, 2003 — Pacific Coast Foam (PCF) has provided the vintage faux timbers (see attached photo) made from LykeWood for Leo Hamel's new jewelry store at 1851 San Diego Avenue in Old Town, 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 worked with the design team at Studio C Architecture & Planning to develop the vintage faux timbers that were fabricated to give a rustic, historical look for Hamel's new Old Town location. The timbers were then assembled into an elaborate truss system that adhered to the store's barreled ceiling. Bilbro Construction was the General Contractor and PCF/Install performed the installation.

PCF's LykeWood Series is a simulated wood graining over hard-shell coated foam shapes. LykeWood is comprised of wood graining for interior and exterior applications in a variety of textures — smooth, light and heavy graining. "It is so authentic you can't even tell it from real wood," said Buckley. "It's an ideal flexible finish because you can leave it natural, paint it or stain it to fit into any decor style."

PCF and PCF/Install are 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).

