

THE PCF GROUP CONTRIBUTES MONUMENT SIGNAGE FOR NEW SIMI VALLEY TOWNE CENTER

SAN DIEGO — November 10, 2005 — The PCF Group (PCF) has created monument signage for the new Simi Valley Towne Center, a 600,000-square-foot regional lifestyle center in Simi Valley, Calif. (see attached photo), 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.

According to Buckley, PCF worked closely with TFN Architectural Signage of Santa Ana, CA on the retail center's entrance signage, which is comprised of six-foot-tall crushed Lykestone letters that are two-feet thick. The letters are created from PCF new Lykestone Series to replicate the look and feel of real limestone.

The Simi Valley Town Center open-air regional lifestyle center features anchor tenants Macy's and Robinsons-May, and more than 110 premier specialty shops and restaurants including Anthropologie, BombayKids, Brighton Collectibles, California Pizza Kitchen, Coach, Urban Outfitters, Vans, White House Black Market, and Z Gallerie. Designed like a Mediterranean-hillside village, the pedestrian-friendly Simi Valley Town Center is the first new regional retail center to be developed in Ventura County in more than 25 years. For more information of the center, visit [www. Simivalleytc.com](http://www.Simivalleytc.com).

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.

