

PACIFIC COAST FOAM IS NOW 'THE PCF GROUP', A FULL-SERVICE COMPANY  
SPECIALIZING IN FINISHED FOAM ARCHITECTURAL ELEMENTS, PROPS AND THEMING  
AND PRODUCT INSTALLATION

SAN DIEGO — October 13, 2003 — Pacific Coast Foam today announced that it has changed its name to "The PCF Group" and established three new divisions — PCF Architecture, PCF Theme and PCF Install — to provide customers with elaborate finished foam architectural elements, themes and props and quality turnkey product installation," according to Scott Buckley, vice president of marketing for The PCF Group.

"The PCF Group better reflects who we are today," said Buckley. "We have evolved over the past seven years from a company doing foam only for the building trades into a designer, manufacturer and installer of elaborate finished architectural and theming products. Today, thanks to our highly skilled labor force and factory-controlled setting, we have become a recognized industry leader and sought after partner and resource to architects, designers and general contractors."

He said the company's PCF Architecture division will focus exclusively on finished interior and exterior architectural elements designed and manufactured from Expanded Polystyrene (EPS) or Styrofoam with durable hard shell finishes. Some of the company's signature products include LykeWood, which replicates the look and feel of wood for shutters, truss systems and faux wood beams; LykeStone, a custom finish that replicates marble, limestone, granite for precast products such as columns, fireplace surrounds and stone trim accents; and elaborate custom architectural details such as crown moldings, eave details, domes, panels, ornate archways ; as well as EIFS foam cladding on building exteriors.

The PCF Group's residential builders/developers clients have included Cornerstone Builders, KB Homes, William Lyon Homes, SeaCounty, Taylor Woodrow, McMillin, Pardee, Centex, Barratt, Shea and Pacific Coast Communities. The company's commercial projects have included the Sycuan Casino, Viejas Casino & Outlet stores, Pala Casino and Hotel, Horton Plaza, USD's Jenny Craig Pavilion, Joan B. Kroc Center for Peace and Justice and Donald P. Shiley Center for Science and Technology, Downtown Hyatt Hotel, Hilton Mission Bay Resort, Mira Mesa Marketplace, Edwards Cinemas, QUALCOMM and Aviara Resort, just to name a few.

The company's PCF Theme division will focus its creativity on the design and manufacturing of novelties, props and displays for trade shows, conventions, theme parks, and other commercial applications including retail centers, restaurants and stage movie sets, etc. The company recently completed elaborate theming elements for rides and attractions at Sea World, Legoland and Raging Waters in San Jose and has manufactured elaborate stage sets for KPBS, KGTV, La Jolla Playhouse, Coronado Playhouse and Old Globe Theater. Pacific Coast Foam has also built themed sets, trade show booths and props for Quantum Productions, Pacific Events and All-Star Events.

Buckley said the company's PCF Install division will handle the installation of all products designed and manufactured by The PCF Group.

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).