



News Release

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KAWNEER ANNOUNCES NEW CORPORATE LOGO AND BRAND IMAGE

101 Year-Old Company Launches New Look for the “Next Century”

(Norcross, GA) January 16, 2007 – Kawneer Company, Inc., the leading manufacturer of architectural aluminum building products and systems for commercial construction, announces the launch of its new corporate logo and brand identity. The company, which celebrated its 100th anniversary in 2006, will replace its traditional blue insignia with a highly stylized “K” depicted in a warm red, symbolizing a fresh perspective and the introduction of Kawneer’s next 100 years.

“For more than 100 years, Kawneer has been recognized as an industry leader, an innovator, and a valuable partner to architects and glazing contractors” said Kawneer President Glen Morrison. “The new brand identity demonstrates our forward-thinking approach and vision for the next century, while capturing the vigor, the strength and the passion of the company.”

The new logo, officially adopted by Kawneer this month, will be rolled out to customers and industry partners in the coming weeks. Throughout the first quarter, an innovative advertising campaign will continue to introduce and reinforce the new corporate image. For more information on Kawneer or its products, please visit www.kawneer.com.

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About Kawneer

Celebrating more than 100 years of innovation and experience, Kawneer North America is headquartered in Norcross, GA, and is the leading manufacturer of architectural aluminum products and systems for the commercial construction industry. Kawneer is part of Alcoa’s global Building and Construction Systems (BCS) business unit headquartered in Geneva, Switzerland. BCS manufactures and markets architectural systems and products in North America, Europe, Asia and the Middle East. Alcoa is the world’s leading producer and manager of primary aluminum, fabricated aluminum, and alumina facilities, and is active in all major aspects of the industry. For more information on Kawneer or its products, please visit www.kawneer.com.