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North American Green Appoints New Manager of Engineering & Business Development

Poseyville, Ind. – April 14, 2010 – With new products on the horizon for release and a skilled professional engineer with a new master’s of business administration (MBA) degree under his belt, North American Green (NAG) has married innovation with expertise in the erosion control industry. Appointing Mr. Gabe Weaver to the new position of manager of engineering and business development will allow NAG to leverage Mr. Weaver’s aptitude in civil engineering and utilize his recently earned and nationally ranked MBA education to his full potential.

“In this position, Mr. Weaver’s primary responsibilities will include driving specification development for North American Green’s patented Vmax^{3®} Composite Turf Reinforcement Mats, our new ShoreMax™ Soft Revetment Scour Protection Mats and our expanding HydraMatriCx™ Series hydraulic erosion control product (HECP) line,” announced President Tim Lancaster in a congratulatory letter addressed to fellow employees of the organization.

“The objective of my new position is simply to ‘grow the company’ by managing, directing and driving innovation for North American Green,” says the newly appointed Mr. Weaver. “I am extremely excited to be given the opportunity to not only raise the bar for our organization, but for the industry as well. This is a challenge that I fully embrace and look forward to.”

Before obtaining this new position, Mr. Weaver was the manager of new products and technology development for NAG for over four years and has been in the civil engineering industry for eleven years. He oversaw product development from conception, to technical assessment and testing concepts, to implementation and market analysis. Mr. Weaver will continue to function as the technical liaison to key industry organizations such as the Erosion Control Technology Council (ECTC) and the American Society for Testing Materials (ASTM).

“I’m excited to have the opportunity to work closely with Mr. Weaver and our sales, marketing and support teams to accomplish these imperative goals,” said National Sales Manager Robert Lawson. “I especially look forward to his assistance obtaining state DOT approvals and specifications for our new products being released mid-year.”

About North American Green – Headquartered in Poseyville, Indiana, North American Green is a leading erosion solutions provider with a worldwide network of qualified distributors. North American Green offers a full line of soil protection solutions for a wide variety of commercial and residential applications; from a new HydraMatriCx™ Series line of straw and reclaimed cotton plant material hydraulic erosion control products and short-term degradable erosion control blankets to permanent turf reinforcement mats. North American Green’s Erosion Solutions Specialists are trained to provide site-specific project design and product specification assistance using North American Green’s Erosion Control Materials Design Software (ECMDS®); and offers the most comprehensive guarantee in the industry, the Ultimate Assurance Guarantee. North American Green is a wholly-owned, stand-alone subsidiary of Tensar Corporation, a full-service provider of solutions for common earthwork problems, with headquarters in Atlanta, Ga. For more information call (800) 772-2040 or visit www.nagreen.com.

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