



January 19, 2010

Nelson L. Wilner
Vice President Sales & Marketing
Noble
7300 Enterprise Drive
Spring Lake, MI 49456

Dear Nelson L. Wilner,

Congratulations on your continued success in tile installation product innovation and design. As a member of an elite group of tile installation product manufacturers Clear Seas Research in conjunction with the National Tile Contractors Association (NTCA) and TILE magazine want you to be among the first to know of our second annual Tile & Stone Installation Contractor CLEAReport Awards. We are happy to announce that ***Noble is the most preferred brand of Sound Reduction Products among tile and stone installation contractors***, as seen in our Tile and Stone Installation Contractor Market CLEAReport.

The Tile & Stone Installation Contractor Market CLEAReport conducted last year by Clear Seas Research in partnership with NTCA and TILE magazine provides a detailed look into the market for tile and stone installation products in the U.S., including key insights on product demand, brand preferences and the competitive landscape by region. The study focuses on all major types of tile and stone installation, including setting materials, surface preparation, finishing products, and tools/equipment.

These awards will be presented at the 2010 Surfaces tradeshow in Las Vegas, Nevada, Wednesday February 3rd. The award ceremony will kick off at 8:30AM in Sands Room 402 and will recognize manufacturers who achieved most preferred status among contractors in the following categories:

- Backer Boards for Floor Tile
- Backer Boards for Wall Tile
- Cement Based Mortars (thin-set)
- Cementitious Grouts
- Cleaners
- Crack Isolation Products
- Electric Radiant Heat
- Epoxy Grouts
- Organic Adhesives (Mastics)
- Sealers
- Sound Reduction Products
- Tools
- Waterproofing Products
- Wet Saws and Diamond Blades

Please join us at the ceremony to accept your award. We look forward to seeing you!

If you have any questions please contact me at 248-786-1680 or clintonk@clearseasresearch.com.

Regards,

Kelly Clinton
Project Manager
Clear Seas Research
2401 Big Beaver Rd., Suite 700
Troy, MI 48084