



FOR IMMEDIATE RELEASE

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Valmark Associates is Selected by Manufacturer

Williamsville, NY, June 23, 2008 – Joe Lojacono, President of **Valmark Associates, LLC**, a full-service marketing resource firm, announced that the firm has been selected by **CMS Industries, Inc.** for market planning consultation, new collateral materials and a new web site.

CMS Industries, Inc. headquartered in Orchard Park, is the manufacturer of Heat Stop® branded refractory mortar, a product used in the installation of masonry fireplaces across the Country. Heat Stop is the only high-temperature resistant, fire-safe mortar that meets all building code requirements for chimney and fireplace installations. Heat Stop, along with Insul Stick, a companion product used for masonry repair and restoration, are distributed to building supply stores throughout the US.

Valmark Associates LLC is an advertising and marketing resource agency that uses its professional partner network to deliver results-driven communications to clients across the US. The firm is headquartered at 300 International Drive in Williamsville, NY. Contact Joe Lojacono at 716.893.1494.