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FOR IMMEDIATE RELEASE

ASC President on SkyRadio This August

Bethesda, MD (July 29, 2008) – If you or a loved one is flying the friendly skies this August, you may have the opportunity to listen to an interview with the Adhesive and Sealant Council, Inc.'s (ASC) President Lawrence D. Sloan on SkyRadio. Sloan was a guest on SkyRadio's *Industry Innovators* program, which reaches some 4.2 million listeners on American and Northwest Airline flights.

During the interview, Sloan discussed ASC programs and initiatives that will help guide their members through these turbulent times. As the watchdog, champion, and voice of the industry, ASC monitors business and industry trends and strives to address member concerns through education, public advocacy, and new programs and services.

A general business trend discussed, during the interview, was the pending retirement of the Baby-Boomers and the advancement of the *Next Generation*. According to Sloan, ASC is responding to this trend by creating specific programs for the up-and-coming leaders of tomorrow, including web-based educational opportunities.

Sloan also discussed an industry trend that recognizes the importance of architects, engineers, and other adhesive and sealant decision-makers, and ASC's efforts to reach these individuals through a program called *Grow the Industry*. Adhesives.org, the new educational web portal targeted towards engineers and designers and one of ASC's *Grow the Industry* efforts, was highlighted in some detail.

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Appropriately, the interview also included some surprising data on the role of adhesives and sealants in the aerospace industry; Nine million pounds of “glue” are used in this market per year, which may surprise some consumers. As SkyRadio’s host stated, Sloan provides “a window into an area that we use everyday, but don’t really think about.”

A sound clip of the interview is available at www.ascouncil.org/news/newsroom and details on the various ASC programs discussed are available on the ASC homepage: www.ascouncil.org.

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The Adhesive and Sealant Council (ASC) is a North American trade association dedicated to representing the adhesive and sealant industry. Incorporated in 1958, ASC is bound by the collective efforts of its members, and strives to improve the industry operating environment and strengthen its member companies. Today, ASC members account for more than 75% of the aggregate industry revenues, exceeding some \$6 billion annually. The Council is comprised of 130 adhesive and sealant manufacturers, raw material and equipment suppliers and industry consultants. For more information about ASC, visit www.ascouncil.org.

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