

Media Contact:
Jay Hickman
713-523-7900
jhickman@mmihouston.com



FOR IMMEDIATE RELEASE

NCI Building Systems Honored By AMA As Marketer of the Year in Manufacturing

Houston steel construction manufacturer raises bar with new creative structure and measurable marketing results

HOUSTON (February 20, 2013) – NCI Building Systems, Inc. (NCI) has been named winner of the manufacturing category in the American Marketing Association (AMA) Houston Chapter's 2012 Marketer of the Year competition. The best of category winners were chosen from more than 145 nominated companies, and those selected will go on to compete for the overall 2012 Marketer of the Year title, to be selected by a judging panel of local marketing professionals and educators.

NCI Building Systems stood out due to its impressive results and measurable accomplishments throughout 2012. Despite lackluster economic conditions and nominal growth in the U.S. non-residential construction market last year, NCI and its 20 brands significantly out-performed market growth, generating year-over-year revenue growth of 20 percent. Much of this growth is attributed to a focus on market segmentation that has effectively aligned sales and marketing in support of well-orchestrated growth initiatives.

"We are honored to be recognized by the AMA as the Marketer of the Year in the manufacturing category, and thank them for the opportunity to share the spotlight with so many excellent marketers in the Houston area" said Brooke Mathes-Yep, Vice President of Corporate Marketing for NCI Building Systems. "I am extremely proud of the people across our organization who dedicated their time and effort to generating such extraordinary marketing results."

Some highlights of NCI's marketing efforts this past year include launching an integrated oil and gas segmentation strategy, conducting customer research to develop a new "Preferred Customer Financing Program," and developing a customized marketing forecast management system that came within four percent accuracy by year end.

Recognizing the importance of marketing in driving the economy, the AMA's annual program seeks to honor exceptional marketing efforts by Houston-area companies, organizations and institutions. This year's awards event, to be held March 18th at the Alley Theatre, will mark the seventh anniversary of the Marketer of the Year award. NCI Building Systems and all other category winners will be recognized for their accomplishments at the event, which draws top marketing officers from some of Houston's best-known companies.

The focus on marketing is timely for NCI, which marks 2013 with a new structure to streamline creative efforts and the overall efficiencies of its marketing department. Mathes-Yep was named vice president of corporate marketing in December 2012, with the charge to oversee the new model and lead the centralized marketing group comprised of market intelligence, creative services and web and technical marketing services.

###

***NCI Building Systems, Inc. (NYSE: NCS)** is one of the nation's largest integrated manufacturers and marketers of metal coatings, components and buildings for nonresidential construction in North America. NCI is comprised of 20 brands operating 38 manufacturing facilities across the United States and Mexico, with additional sales and distribution offices throughout the U.S. and Canada. For more information visit www.ncigroup.com.*

***The American Marketing Association (AMA)** is the largest marketing association in North America with a global network of over 30,000 members. It is a professional association for individuals involved in the practice, teaching and study of marketing worldwide. As the leading organization for marketers, AMA is the trusted go-to resource for marketers and academics. AMA is counted on as the most credible marketing resource where members can stay relevant with knowledge, training and tools to enhance lifelong learning and obtain valuable information and connections. For more information on the American Marketing Association, please visit: www.marketingpower.com.*