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FOR IMMEDIATE RELEASE

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USP Structural Connectors Joins HomeSphere®
Partnership to expand brand in the residential construction industry

(Lakewood, Colo. – February 11, 2010) Minneapolis-based USP Structural Connectors, a Gibraltar company (NASDAQ: ROCK), and Lakewood-based HomeSphere announced today that they have entered into a joint agreement to offer structural connectors to HomeSphere's network of builders, using HomeSphere's technology-leveraged services.

USP Structural Connectors (USP), the leading manufacturer of structural connectors, epoxy and mechanical anchors for use in the residential and commercial building industries throughout the United States and Canada, joins more than 70 other manufacturers currently using HomeSphere's BRI® Program to manage rebates for homebuilders and, in turn, grow their market share through increased homebuilder sales. In return, builders gain access to cost savings on USP's comprehensive line of more than 4,000 finished parts and connectors.

"We are very excited to be working with HomeSphere and their members," said Barry Ashwell, USP's Vice President of Marketing and Sales. "This is truly a winning partnership that provides the program participants the ability to leverage their purchases, while the pull through demand created by BRI is certainly beneficial to us as a manufacturer."

BRI is a unique Web-based service serving the residential construction industry. Manufacturers use the BRI application to open up sales channels that include thousands of homebuilders and remodeling contractors, gaining inroads to new accounts and building recognition for their products and services. Builders, on the other hand, gain product knowledge and manage their cash-producing rebates, helping them to improve their bottom line.

"BRI is a powerful marketing tool," said Chris Toth, HomeSphere's Vice President of Sales. "Particularly during trying times for the residential building industry, our customers and clients build sales and marketing channels that position their brand solidly for the future."

About HomeSphere

Colorado-based HomeSphere offers sales effectiveness tools and supply chain services that combine Web-based technology, market intelligence and relationships to increase profitability for trading partners throughout the construction supply chain. More than 1300 homebuilders and over 70 brands use HomeSphere's Web portal to connect, collect and compete, while remodeling and repair professionals gain market share and attract consumers. Please visit HomeSphere at www.homesphere.com for more information.

About USP Structural Connectors

USP Structural Connectors, a Gibraltar company (NASDAQ: ROCK), is a leading manufacturer of structural connectors, epoxy and mechanical anchors for use in the residential and commercial building industries throughout the United States and Canada. USP's product line of construction hardware encompasses over 4,000 finished parts for residential construction, commercial construction and retail/do-it-yourself markets; as well as a complete line of connectors for the Engineered Lumber and Plated Truss industries. Learn more at: www.uspconnectors.com.

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