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The Rockwool Group expands in the US

At today's meeting, the Board of Directors approved the plan to establish the Rockwool Group's first production facility in the US. The new plant will be constructed in Marshall County, Mississippi, approximately 50 km from Memphis, Tennessee. Subject to the successful completion of site due diligence in the coming months, the plant is expected to be ready in 2014 and will, when reaching full capacity, be able to deliver more than 100,000 tonnes of stone wool insulation annually. The investment is expected to total around EUR 125 million.

Commenting on the expansion, Rockwool CEO Eelco van Heel said: "We have seen strong interest from big Do-It-Yourself chains to offer our products to their customers. The unique thermal, acoustic and fire safe qualities of our stone wool insulation are very appreciated by their customers as well as those from the Lumber Yard and Gypsum Supply Dealer segment of the market. With this new plant in the Southern part of the US, we are happy to expand our geographical coverage to new regions of the continent where we are currently not present. The additional capacity will also support our strong growth in other key insulation markets such as commercial buildings, flat roofs and industrial applications".

The Rockwool operations in North America have over the last years seen good sales growth despite the otherwise troubled US construction sector. The US market has been serviced from the Group's two factories in Canada. In 2011, sales in North America accounted for 8% of total Group sales but this share is expected to grow in the coming years.

Further information:

Gilles Maria
Chief Financial Officer
Rockwool International A/S
+45 46 56 03 00