



TEXAS INDUSTRIES, INC.

Partners with the U.S. Census Bureau to Support the 2010 Census

The 2010 Census is approaching and Texas Industries, Inc. (NYSE:TXI) is proud to partner with the U.S. Census Bureau to help achieve a complete and accurate count of our population. Every person living in the United States must be counted in the 2010 Census – including people of all ages, races, ethnic groups, citizens and noncitizens. As part of our partnership with the Census Bureau, we will provide employees, customers, business and industry partners, and others in our community with information on the 2010 Census. Our goal is to help individuals in our community and beyond to understand the importance of the census, and encourage people to complete and return their 2010 Census forms.

Census data are vital to our company and our communities. The data collected in the census directly affect how more than \$400 billion in federal funding is distributed annually to state, local and tribal governments – including our community. In fact, census data help guide local planning decisions, such as where to provide additional social services, build new roads, hospitals and schools, and where to locate job-training centers. For businesses, census data are critical to help companies make strategic and fiscally sound decisions that can spur and sustain economic development and growth. Specifically, census data can help businesses to:

- Make informed business decisions, from marketing and capital spending to merchandising and work-force decisions.
- Understand customers' demographics and needs in order to best tailor products and services.
- Select business, store or facility locations.
- Make long-term and forward-looking business decisions.

How you can help:

As an important member of our organization, we ask for your assistance in this important initiative. We encourage you to let your family, friends, neighbors, business associates, industry contacts and others know that:

- **The census is easy.** One of the shortest census forms in history, the 2010 Census form asks 10 questions and takes about 10 minutes to complete.
- **The census is important.** Census data guide decisions that can help improve services to our community, including schools, hospitals, housing, roads and more.
- **The census is safe.** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities.

Everyone needs to be counted. Throughout the coming months, we'll continue to share information with you on the 2010 Census and our partnership with the Census Bureau, as well as other census-related news and activities in our company and community. Watch for additional details or visit 2010census.gov to learn more.