



Pacific Coast Steel to Rebrand as Gerdau

TAMPA, FL. Jan.17, 2011 – Gerdau’s general partnership in San Diego-based Pacific Coast Steel (PCS), one of the largest reinforcing steel subcontractors in the United States, will transition to full ownership when the company completes the purchase of the company this spring. A legal process to change the PCS name to Gerdau is currently underway, and the company will gradually adopt the Gerdau brand upon completion.

The relationship between PCS and Gerdau began in November 2006, when Gerdau purchased a controlling interest in the company. Following the transaction, PCS continued a strategic expansion through the Western states under its original name. Today, the company fabricates and installs reinforcing steel products across a variety of construction projects throughout California, Nevada, Washington, Oregon, Utah, Arizona, Colorado, Idaho and Montana.

“Throughout the past five years, PCS has helped us further diversify our portfolio of products and services and we are better able to meet our customer’s reinforcing steel needs,” said Guilherme G. Johannpeter, president of Gerdau Long Steel North America. “By bringing PCS under the Gerdau name, we are reinforcing the strength of being an integrated business division and further leveraging our presence in North America.”

In late 2010, Gerdau expanded its geographic presence in the United States once again with the \$165 million purchase of Tamco in Rancho Cucamonga, Calif. The facility is the company’s first steel mill on the West Coast, allowing Gerdau to supply rebar to customers from coast to coast. It also provides many advantages to PCS customers, including a consistent and reliable source of steel for projects and more competitive bids due to the lower cost of trucking and freight.

“Renaming PCS is a natural next step in the evolution of our relationship as we have grown together over the last few years,” said Peter Campo, the vice president of downstream operations at Gerdau Long Steel North America. “We look forward to expanding our capabilities and becoming stronger and more versatile than ever before. It’s a win/win for everyone involved.”

Gerdau has 17 strategically-located mills throughout the U.S. and Canada that produce a variety of products used in several industries, including construction, manufacturing, automotive and equipment manufacturing. The company’s 59 downstream facilities in North America consume a significant portion of steel mill production, adding value through additional processing. From a global perspective, Gerdau is the leading company in the production of long steels in the Americas and one of the largest suppliers of special long steel in the world.

About Gerdau

Gerdau is the leading producer of long steel in the Americas and one of the largest suppliers of special long steel in the world. It has over 45,000 employees and industrial operations in 14

countries with operations in the Americas, Europe, and Asia, which together represent an installed capacity of over 25 million metric tons of steel per year. It is the largest recycler in Latin America and around the world it transforms millions of metric tons of scrap into steel every year. Gerdau is listed on the stock exchanges of São Paulo, New York, and Madrid and has approximately 140,000 shareholders.

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