

Wienerberger launches capital increase

- **Rights issue with subscription ratio of 2:15 and simultaneous public offering to Austrian investors and private placement to international investors**
- **Proceeds will be used to finance Wienerberger's growth strategy**
- **Visible project pipeline for further growth with focus on Central-East Europe**

Vienna, September 24, 2007 - Wienerberger AG announces the launch of a capital increase with the issuance of up to 9,779,893 new shares. With the Supervisory Board's approval, the Managing Board of Wienerberger has decided to issue up to 9,779,893 new shares, representing 13.2% of the existing share capital. Morgan Stanley and UniCredit are mandated as "Joint Global Coordinator" and "Joint Bookrunner" on this transaction.

Issuance of up to 9.8 million new shares

The share capital of the Company amounts to € 74.2 million and will be increased to € 83.9 million through the capital increase. The subscription ratio is 2:15, which means the rights offering to existing shareholders will be in the ratio of 2 new shares per 15 existing shares. The maximum price was set at € 58 per share. Depending on the final offer and subscription price and assuming the sale of the maximum number of shares offered, the transaction volume may reach approximately € 458.9 million (based on the closing price on September 20, 2007 of € 46.92). The final subscription and offer price will be determined in a bookbuilding process. Such new shares for which subscription rights are not exercised will be offered in a public offering in Austria and a private placement to international investors outside Austria.

Rights issue with 2:15 subscription ratio

The subscription period for the new shares will start on September 24, 2007 and run through October 8, 2007. The final subscription and offer price is expected to be announced on October 9, 2007 taking into account the prevailing market price. Trading in the new shares is expected to start on October 10, 2007 on the Vienna Stock Exchange.

Subscription period: Sept. 24 to Oct. 8, first day of trading: Oct. 10, 2007

Wienerberger intends to use the net proceeds from the offering to continue its profitable and value enhancing growth strategy. „We define profitable growth as an above-average increase in operating EBITDA and earnings per share, in comparison to the building materials sector, of roughly 10% per year“, says Wolfgang Reithofer, CEO of Wienerberger AG. For 2007 Wienerberger increased its goal to grow operating EBITDA and earnings per share by at least 15% compared to 2006. According to Wolfgang Reithofer, Wienerberger is the largest and fastest growing company in the brick industry with unique access to profitable growth projects and significant economies of scale.

Capital increase will be used to continue profitable growth strategy

The growth model of Wienerberger is based on bolt-on projects (extension of existing plants, new plant construction, and smaller acquisitions) as well as selective strategic acquisitions. Over the last five years, Wienerberger has executed more than 60 acquisitions and has achieved above-average value creation for its shareholders. The company expects to invest approximately € 500 million in growth projects this year, with more than € 260

>60 acquisitions since 2002 led to above-average value creation

NOT FOR DISTRIBUTION IN THE UNITED STATES, CANADA, JAPAN OR AUSTRALIA.

million to be spent on bolt-on projects and € 220 million for strategic acquisitions (acquisition of Baggeridge Brick in UK and Arriscraft in Canada).

Focus for further expansion will be the markets of Central and Eastern Europe. “Wienerberger has a strong project pipeline over the next years“, comments Wolfgang Reithofer on the reasons for this rights issue. “In Eastern Europe alone, we plan to construct 25 new plants over the next five years.“ Major investments will be done in Russia, Romania, Bulgaria, Poland and Ukraine. The company also foresees to expand its production capacities for hollow bricks in Western Europe. Over the next years, the company targets investments of approximately € 300 million per year in bolt-on projects. Beside financing of its growth strategy, Wienerberger intends to strengthen its capital base to maintain investment grade rating. Furthermore, the capital increase will create financial flexibility for selected strategic acquisitions. “With this capital increase we want to continue the profitable growth track of Wienerberger based on a sound capital base and also create value for our shareholders in the future“, summarizes Wolfgang Reithofer.

**Focus on CEE with
25 new plants to be
built by 2012 and
additional flexibility
for strategic
acquisitions**

Wienerberger is the world’s largest producer of bricks and number 2 on the clay roof tile market in Europe. Furthermore, the company holds leading positions in pavers in Europe with a total of currently 253 plants in 26 countries. Wienerberger recorded group revenues of € 2,225 million and EBITDA of € 472 million in 2006.

**Wienerberger: the
world’s largest
producer of bricks**

Legal Disclaimer:

This press release serves marketing purposes in Austria. The published prospectus in accordance with the Austrian Capital Markets Act is available free of charge at Wienerberger AG (Wienerbergstrasse 11, A-1100 Vienna) and Bank Austria Creditanstalt AG (Vordere Zollamtsstrasse 13, A-1030 Vienna, Am Hof 2, A-1010 Vienna and Schottengasse 6-8, A-1010 Vienna).

This press release is not being issued in the United States of America and must not be distributed to U.S. persons (as defined in Regulation S under the U.S. Securities Act of 1933, as amended ("Securities Act")) or publications with a general circulation in the United States. This press release does not constitute an offer or invitation to purchase any securities in the United States. The securities of Wienerberger AG have not been registered under the Securities Act and may not be offered, sold or delivered within the United States or to U.S. persons absent from registration under or an applicable exemption from the registration requirements of the United States securities laws.

This press release is directed only at persons (i) who are outside the United Kingdom or (ii) who have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005 (as amended) (the "Order") or (iii) who fall within Article 49(2)(a) to (d) ("high net worth companies, unincorporated associations etc.") of the Order (all such persons together being referred to as "Relevant Persons"). Any person who is not a Relevant Person must not act or rely on this communication or any of its contents. Any investment or investment activity to which this communication relates is available only to Relevant Persons and will be engaged in only with Relevant Persons.

NOT FOR DISTRIBUTION IN THE UNITED STATES, CANADA, JAPAN OR AUSTRALIA.

For additional information contact:

Thomas Melzer, Public and Investor Relations

T +43(1)60192-463 | communication@wienerberger.com