**November 17, 2009**

**Eldorado Stone on the TODAY Show with Meredith Vieira**

With winter right around the corner, the TODAY Show featured a segment on 'How to update your fireplace,' and of course, Eldorado Stone provided the perfect product for the segment! Eldorado Stone was the featured highlight with a hearth as the backdrop for Meredith Vieira and designer, George Oliphant. The segment shared some great ideas for updating that old fire place. Our favorite? The architectural stone veneer, of course!

Watch the segment:

[http://www.msnbc.msn.com/id/21134540/vp/33653115#33653115](http://www.msnbc.msn.com/id/21134540/vp/33653115%2333653115)

About the TODAY Show segment:

•Original Air date: November 5, 2009

•On Air Viewership: 5.5 million

•Online Viewership: 7 million users visit todayshow.com per week