

***FOR IMMEDIATE RELEASE***

For Further Information:

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President and Chief Operating Officer  
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**AMERICAN BILTRITE APPOINTS CHIEF FINANCIAL OFFICER**

WELLESLEY HILLS, MA, OCTOBER 7, 2004 - American Biltrite Inc. (OTCM:ABLT) announced today that Christopher J. Hurd has been appointed Vice President Finance and Chief Financial Officer reporting to Richard G. Marcus, President and Chief Operating Officer.

Mr. Hurd joins American Biltrite from Pretium Packaging where he was Senior Vice President - Finance and Chief Financial Officer. Prior to holding that position, he spent twenty-five combined years at Nypro Inc. and Jabil Inc., where he held several corporate finance roles and rose to Corporate Vice President and Chief Financial Officer of the Packaging Division. Mr. Hurd is replacing Howard N. Feist III, who is retiring from the Company.

Mr. Hurd holds a BS from Babson College and an MST in Taxation from Bentley University.

American Biltrite is a global manufacturer and supplier of pressure sensitive tapes, protective films, commercial flooring, performance sheet rubber and fashion jewelry and accessories. For more information on American Biltrite, visit [www.ambilt.com](http://www.ambilt.com).

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