



NEWS RELEASE

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CLEARY BUILDING CORP. TO OFFER SUSTAINABLE LIFETIME LUMBER® AS PART OF ITS GREEN BUILDING SOLUTIONS

Carlsbad, Calif. Sept. 03, 2008 – Cleary Building Corp., a national building company based in Verona, Wis., has entered into a partnership with LifeTime Composites LLC to distribute and install its LifeTime Lumber® eco-friendly wood alternative. LifeTime Lumber contains up to 65 percent post-consumer material in the form of recycled fly ash – a byproduct from electric utility plants. With LifeTime Lumber, Cleary Building Corp. offers its customers a green building product that provides the beauty of wood with virtually none of the maintenance.

“Through Cleary Building Corp.’s partnership with LifeTime Composites, our Building Sales Specialists will sell LifeTime Lumber along with the building package. LifeTime Lumber offers a distinct look and feel from other products we offer, and we are looking forward to a long relationship with them,” said Mike Wuennemann, director of marketing, Cleary Building Corp. “At Cleary, we promote green building design in our building practices to offer our clients a green building solution and help reduce environmental pollution and the need for non-renewable resources. We have chosen to use LifeTime Lumber because it is made from recycled materials, cuts energy consumption in manufacturing and saves natural resources.”

LifeTime Lumber products conform to recycled content criteria under the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™. LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. LifeTime Lumber has also been certified

through an independent evaluation by Scientific Certification Systems (SCS), a leading third-party provider of certification, auditing and testing services and standards.

Featuring a Class B fire rating, LifeTime Lumber is impervious to termites and rot, and resists warping, sagging, expansion and contraction. It has working properties similar to those of wood, and can be sawed, as well as screwed and nailed together with regular woodworking tools. LifeTime Lumber is available in a variety of attractive colors and features a natural-looking wood grain.

“Cleary Building Corp. is known throughout the country for its standards of quality and value, and we are honored that the company has chosen to make LifeTime Lumber part of its tradition of excellence,” said Nisha Vyas Mahler, vice president, LifeTime Composites. “We admire Cleary Building Corp. for its green building practices, and are pleased to offer LifeTime Lumber as a green building solution for its customers.”

Cleary Building Corp. is a family-owned company celebrating 30 years in business. With 78 locations in 22 states, Cleary Building Corp. is a nation-wide leader in the manufacturing, delivery and construction of customized pre-engineered buildings.

LifeTime Composites™ LLC manufactures and markets a revolutionary wood-alternative product for use in a range of applications including, fencing, decking and railings. Marketed under the LifeTime Lumber® brand name, this composite product is manufactured with a proprietary process and unique material blend that includes a reclaimed industrial byproduct. LifeTime Lumber products are considered “clean technologies,” as their use conserves forests. Available in a range of rich colors, LifeTime Lumber is easy to work with and has all the natural beauty of wood but without the regular maintenance.

For more information about LifeTime Lumber, visit: www.ltlumber.com, or call 760-603-9100.

For more information about Cleary Building Corp., visit: www.clearybuilding.com, or call 800-373-5550.

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LifeTime Lumber® is a registered trademark of LifeTime Composites™ LLC