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For Immediate Release

NEW SALES PARTNERSHIP EXPANDS FIBERON® SALES PRESENCE IN THE SOUTH

Composite decking and PVC outdoor flooring manufacturer partners with Innovative Sales to increase dealer support in the South

NEW LONDON, N.C. (January 27, 2010)—Fiberon®, LLC, a leading manufacturer of composite decking, railing, fencing and PVC outdoor flooring, has formed a sales partnership with Innovative Sales and Marketing, Inc. to provide product representation in Arkansas, Louisiana, Oklahoma and Texas.

"Innovative Sales and Marketing Inc. is one of the leading manufacturer's representative groups in the South Central US. We are excited to partner with an experienced sales group whose focus on specialty building products makes them well suited to bring our products and programs to the marketplace," noted Bill Ross, Vice President of Sales for Fiberon.

"Innovative Sales and Marketing is excited to have this opportunity to represent Fiberon in the South," said John Stoll, President of Innovative Sales and Marketing. "Fiberon is known for their introduction of innovative products that raise the bar for the alternative decking category."

Innovative Sales and Marketing will offer distributors and retailers in the South, a portfolio of beautiful, low-maintenance alternative decking, railing and fencing products that stand up to extreme weather conditions, without the hassle of constant maintenance associated with wood.

Homeowners across North America are placing emphasis on style and aesthetics in regards to alternative decking. Fiberon is leading the trend of bringing indoor style outside with Fiberon Horizon™ and Fiberon OutdoorFlooring™ decking. These beautiful, reliable decking products are exceptional performers due to their superior surface technologies, offering unmatched stain, fade, mold and scratch resistance. Both carry the first Stain and Fade Resistance Warranties in the industry, now extended to twenty years.

In addition to Fiberon Horizon and Fiberon OutdoorFlooring, Innovative Sales will offer Fiberon Professional composite decking and railing, Fiberon Horizon Plus™ railing, Fiberon Inspirations Railing and Fiberon™ composite fencing.

About Innovative Sales and Marketing

Innovative Sales and Marketing, Inc. is headquartered in Houston, TX with a sales force covering Texas, Arkansas, Louisiana, Oklahoma, Mississippi and New Mexico. With 20 years of experience, Innovative Sales and Marketing markets both directly to retailers and distribution centers to cover all marketing needs from the largest chains to the smallest hardware stores. For additional information about Innovative Sales and Marketing, visit www.innovativesales.com or call 1-800-542-3951.

About Fiberon

Fiberon, LLC is a leading manufacturer of composite and PVC decking, railing and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. The company was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

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