



FOR IMMEDIATE RELEASE

PROSALES Magazine Names NuCedar Mills a 2007 Editors' Choice Award Winner

Washington, DC, March 5, 2007 – NuCedar Mills has been honored as a 2007 PROSALES Editors' Choice Award winner. This distinct honor is bestowed each year to products that raise the creative bar, show considerable innovation, and allow dealers and their customers to do their jobs better.

“We are honored to have been selected as an Editors' Choice Winner,” said Tom Loper, President and CEO of NuCedar Mills. “To be selected from such a large group of contenders and recognized for our excellence is a testament to the demand and excitement around this new category of siding.”

NuCedar's line of Classic Clapboard™ beveled siding, available in 4”, 6” and 8” exposures, is precisely milled from cellular PVC, the same material that has been gaining popularity as exterior trim. NuCedar accurately reproduces the beauty of vertical grain cedar while providing a durable and low-maintenance product. Available factory finished in 22 standard colors and over 1,400 custom colors, NuCedar is backed by an industry-leading lifetime warranty.

PROSALES magazine, published by Hanley Wood, LLC in Washington, D.C., is the leading publication for dealers and distributors supplying lumber and building materials to residential builders and remodelers. Every year, the editors of PROSALES sift through thousands of products in search of the latest Editors' Choice Award winners. Winners are selected from products introduced during the past year and that stand out for their innovation, problem-solving abilities, and all-around coolness.

Founded in 2005, NuCedar Mills, Inc. (Chicopee, MA), is the manufacturer of Classic Clapboard™, the industry's first pre-finished cellular PVC beveled siding. In addition to siding, NuCedar also offers a color-coordinated line of trimboard, sheet, moulding and architectural components.