



Press Release

FOR IMMEDIATE RELEASE

Bracebridge, Ontario, Canada

March 1, 2008

Gemthane® Siding System, a division of Madison Chemical Industries Inc., announced that their pre-finished wood siding will be featured on the new television series “Let’s Build”

Bracebridge, Ontario, Canada - March 1, 2008 - Gemthane® Siding System is proud to announce that their pre-finished wood siding will be featured on a new television series called “Let’s Build”. The first of the series is “The Ultimate Outdoor Retreat”. Gemthane® Siding System will be the exclusive supplier for all the wood siding used for this project. Dave Kraisosky the Host and Executive Producer of “Let’s Build” chose Gemthane® Siding because of its unique technology and sustainable forestry practices.

“We are very excited about being a part of this building project. Our siding offers consumers the beauty of wood, but without the hassle. Essentially, our siding is maintenance free,” said Jean-Guy Lafleur, District Sales Manager for Gemthane® Siding System.

Gemthane® starts with the best quality wood which is gently kiln dried for two full weeks. Then, using their technologically advanced marine-grade polymer coating, they completely protect it – front and back. The backside coating is robust, waterproof and anti-microbial, which eliminates a major cause of siding failure and also saves money during installation (no strapping required). The face of the board is guarded by three separate factory-applied coats of weather - and sun-proof coating fortified with NanoShield™. The Gemthane® Siding finish is more than ten times more abrasion resistant than the latex stains used in ordinary pre-finished wood siding.

“As well, Gemthane® offers the most comprehensive warranties in the industry”, said Lafleur. “Our parent company is the leading expert in industrial coatings. Coatings that are applied all over the world to protect the infrastructure. We basically took this expertise and applied it to Gemthane® Siding. The result is a siding that is in a league of its own. Other products may look similar, but the performance difference is drastic. Gemthane’s® polymer shell will withstand not only the worst winter storms and brightest summer days but also chemicals, impact and acid rain!”

Global Television viewers across the country will be able to tune in and watch the premier episode of “Let’s Build” on Saturday March 1, 2008 at 10:30 am for 13 weeks. “Let’s Build” is anticipated to reach a cumulative audience of over 10 million viewers.

If you would like to find out more about Gemthane® Siding System please contact Jean-Guy Lafleur, District Sales Manager at (705) 641-8476 or visit our website at

www.gemthanesiding.com.

Enjoy the Show!