



FINE BAMBOO FLOORING, PANELS & VENEER

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TERAGREN INTRODUCES NEW SYNERGY STRAND BAMBOO FLOATING FLOOR; LAUNCHES ON-LINE RETAILER TRAINING VIDEO AND REDESIGNED WEB SITE

Beautiful, Durable and Renewable® New Synergy Floating Floor Featuring Valinge Self-Locking System Meets Growing Demand for Environmentally Friendly Flooring Products

Web Site Redesign Includes Online Retailer Training Video Designed to Educate Flooring Retailers about Bamboo Flooring and The Teragren Difference

BAINBRIDGE ISLAND, Wash.—January 31, 2008—Teragren, the nation’s leading manufacturer of environmentally-friendly bamboo flooring, panels and veneer, today announced that it has expanded its product line of beautiful, durable and renewable bamboo products to include Teragren *Synergy* Strand Bamboo Floating Floor, the first wide plank strand bamboo floating floor featuring the Valinge-patented, glueless, self-locking system.

The company also launched a newly redesigned Web site at www.teragren.com featuring an interactive online program designed to educate flooring retailers about bamboo in a virtual training experience entitled *The Teragren Difference*. The site also features an area specifically designed for architects and designers.

“Teragren is committed to developing innovative new products that meet the growing demand for environmentally friendly building materials—and we’re also committed to

educating retailers about the manufacturing of bamboo flooring and important quality differences within the market,” said Teragren President and CEO David Knight.

Beautiful, Durable and Renewable Bamboo

Created through a patented manufacturing process that fuses together bamboo strands with an environmentally safe adhesive, Teragren’s new *Synergy* Strand Bamboo Floating Floor is 100 percent harder than red oak, making it ideal for both commercial and residential settings.

Available in Wheat, Chestnut, Java and a beautiful new color, Brindle, which is a blend of natural and caramelized bamboo strands, Teragren’s latest innovation addresses the growing demand for a floating floor strand bamboo product in wider, longer planks measuring 7-11/16 in width x 75” in length.

The wider, longer planks are suitable for any décor from traditional to contemporary settings—helping create the ultimate green design experience.

“We developed our newest *Synergy* flooring product to meet a growing consumer demand for bamboo floors with glue-less locking systems,” continued Knight. “The floating floor allows for greater stability and reduced installation costs, making it even more accessible to consumers who want to use environmentally friendly flooring.” The flooring is available for purchase now with delivery dates in late April 2008.

On-Line Retailer Training & Redesigned Web Site . . .

Teragren’s newly redesigned Web site provides a richer consumer and retailer experience—including more information about Teragren’s products, what makes them environmentally smart, what consumers need to know before they buy—and an online retailer training video to help those within the flooring industry better understand bamboo’s green attributes and what sets Teragren bamboo apart from the rest.

Powered by Sensa Networks, a leader in rapid e-learning, the video offers high impact product and sales training to distributors and retailers—helping reinforce the key messages that will assist them in understanding Teragren bamboo flooring through the video entitled *The Teragren Difference*.

Knight is featured as the instructor, providing first-hand knowledge shared one-on-one with the viewer within an integrated, multi-media resource that is available anytime, anywhere.

The site also includes an expanded retail locator, allowing consumers to easily locate their nearest retailer by simply entering their city/state or zip code. The locator scans the company's distribution network of more than 4,000 fine retailers across North America including those retailers among the three new flooring distributors recently added to the company's growing distribution network.

An expanded photo gallery showcasing various residential and commercial interiors—designed to inspire consumers with ideas for beautiful uses for Teragren bamboo—is also included on the site.

Commitment to Quality & Product Innovation...

Prior to launching *Synergy Strand Bamboo Solid-Strip* and *Floating Floor* products, Teragren demonstrated its commitment to product innovation by expanding its product line of beautiful, durable and renewable bamboo to include two new products: Teragren Bamboo Parquet Butcher Block and Teragren Bamboo Architectural Moldings. Available in natural and caramelized colors, the Butcher Block is perfect for counters or tabletops and is formaldehyde-free and food-safe.

The company also previously secured an exclusive licensing agreement, in which strand bamboo sales in the U.S. and Mexico, including flooring, flooring accessories and panels, will now be subject to Teragren's rights in the patents. Acquiring these patents allows Teragren to influence the quality of strand bamboo products—ultimately benefiting consumers and the bamboo products industry overall.

As a testament to its product quality, the company has experienced significant growth, most recently expanding its distribution network throughout North America and into several new international markets. In January, Teragren announced the completion of another phenomenal year in which 2007 revenues increased 40 percent and the company was named to *Inc. Magazine's* Fastest Growing Private Companies List.

Environmentally Friendly Products...

As a manufacturer, Teragren can guarantee the quality of its products, unlike those coming from alternate sources such as discounters, importers or trading houses in China. The company also uses materials that meet stringent European and U.S. environmental standards. Its bamboo production is controlled from harvest to final product.

Teragren bamboo flooring, panels and veneer are growing in popularity as they reduce dependence upon dwindling timber resources. Teragren's *Optimum 5.5 Moso™* bamboo is harvested sustainably between 5.5 to 6 years, leaving behind a thriving plant and new shoots, unlike hardwood trees which take more than 60 years to mature.

Teragren bamboo products also relieve pressure on degraded forests and contribute to efforts to reduce global warming: bamboo releases 35 percent more oxygen than a comparable cluster of trees. Those benefits extend to commercial and residential settings, where Teragren's bamboo products can last for many generations and "lock up" carbon over the life of the products.

In addition to Teragren Synergy Strand Bamboo Floating Floor, the company also manufactures complete lines of traditional bamboo flooring: *Synergy Strand Bamboo Solid-Strip Flooring* (Chestnut, Wheat, Java and the new Brindle color), *Signature Naturals* (Vertical and Flat Grains, Natural & Caramelized) and *Signature Colors* (Espresso, Walnut, Cherry & Charcoal) Solid Strip Bamboo Flooring; *Studio Bamboo Wide Plank Floating Floor* featuring the Valinge-patented, self-locking system; *Craftsman Bamboo Wide Plank Flooring*, and matching bamboo Stair Components and Flooring Accessories. In addition, the company manufactures many styles of bamboo Panels and Veneer for the furniture and cabinet industries.

The company is showcasing select products this month at Surfaces 2008 in Las Vegas, NV on January 30—February 1, 2008 (Booth #7142).

About Teragren

In 1994, Teragren (www.teragren.com) pioneered the bamboo flooring, panel and veneer industry in the United States. The company is recognized as a category leader

by the architectural and design communities as well as major floor covering distributors and retailers, and panel and veneer distributors. Teragren is also considered a leader within the broader sustainable business movement—it was named by *Inc. Magazine* as one of “The Green 50” companies that are setting the standard for environmentally friendly business, and one of the “Top Ten Greentrepreneurs” by *Seattle Metropolitan Magazine*. All Teragren bamboo products contribute to certification under the U.S. Green Building Council’s LEED® (Leadership in Energy & Environmental Design) rating system in one or more categories. The company owns exclusive rights to two strand bamboo patents in the U.S. (*Patent # 5,543,197*) and Mexico (*Patent # 204281*).

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