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Teragren Expands Marketing Team, Adds Distributors

Bainbridge Island, WA. August 26, 2009--Teragren has secured four new distribution agreements in the United States.

The company has also significantly strengthened its leadership by appointing two industry veterans to key roles within the company's marketing and sales teams.

"Our existing distribution network is greatly enhanced by these new agreements—and our leadership team is stronger than it's ever been," said Teragren President & CEO David Knight. "Despite the weakened economy, we're excited to be so well-positioned for future growth."

Under the terms of the new agreements, The Wurth Wood Group, CPS/Garten Corporation, McKillican International and Darant Distributing Corporation will now offer select products from Teragren's popular lines of bamboo flooring, countertops, panels and veneer through their respective distribution networks.

The new agreements expand and increase the efficiency of Teragren's existing distribution network, which currently includes more than 4,500 flooring retailers across the U.S. and Canada.

"These companies are among the most reputable and established distributors in the industry," said Knight. "Our existing network—especially within our growing panel and countertop divisions—has been greatly enhanced."

Charlotte, North Carolina-based specialty building product distributor and wholesaler The Wurth Wood Group (www.wurthwoodgroup.com) will now offer Teragren's bamboo panels, veneer and countertops throughout its network in North Carolina, South Carolina, Georgia, Tennessee and Florida. The company has been providing the highest quality products and services to custom cabinet makers, commercial case goods, millwork shops and furniture manufacturers for more than 25 years.

"Our customers are asking for more and more 'green' products, and Teragren is the unrivaled leader when it comes to bamboo," said Scott Sittler, Marketing Director at The Wurth Wood Group. "We've been very impressed by Teragren's commitment to environmental leadership, beautiful products, high quality standards and excellent customer service."

CPS/Garten Corporation (www.cpsgarten.com), distributors of architectural and design products for more than 30 years, will now offer Teragren's bamboo panels, veneer and countertops exclusively in the greater Los Angeles area. CPS/Garten is committed to providing premium quality design finishes and materials with a focus on sustainability, elegance and versatility.

Edmonton, Alberta-based McKillican International (www.mckillican.com), one of North America's largest wholesale distributors of specialty building materials, will offer Teragren's bamboo panels, veneer and countertops to its vast customer base including millworkers, countertop companies, cabinetmakers and retail building supply companies in Washington, Oregon, Idaho, Texas, Arizona and Hawaii.

Additionally, Denver, Colorado-based Darant Distributing Corporation (www.darant.com) will now offer Teragren's complete line of bamboo flooring, coordinating accessories, panels, veneer and bamboo countertops throughout Colorado, Wyoming and Western Nebraska. Darant has focused on supplying flooring dealers, countertop fabricators and cabinetmakers since 1985.

"Darant only offers the highest quality brands from the best companies—and Teragren's excellent reputation and sole focus on bamboo products were very appealing to us," said Bob Grant, CEO & Principal at Darant. "We're confident that their broad selection of stylish, sustainable bamboo products will be quite popular among our network of fine retailers."

Teragren's marketing and sales force have also been significantly strengthened through the appointment of two industry veterans—John Austin and Mike Boshart—to key roles within the organization.

"With such a strong and capable management team, Teragren has never been better positioned for long-term growth and international expansion," said Knight.

Formerly National Sales Manager (Canada) and Regional Sales Manager (Upper Midwest/U.S.) at Teragren, John Austin has now been named Vice President, Flooring Division.

"John has a solid track record in sustainable and profitable growth, along with substantial experience in both the Canadian and U.S. markets," said Knight. "His deep knowledge and experience make him a natural choice to head up our flooring division."

In his new role, Austin will be working closely with Teragren's regional representatives, flooring distributors and marketing team to drive sales worldwide.

An industry veteran with more than 15 years experience, Austin was previously North American sales manager for Lamwood Products and prior to that as U.S. sales manager for Stevens-Dufour Floorcovering.

As Vice President, Marketing, Mike Boshart will be responsible for key elements of Teragren's domestic and international marketing including new product marketing, positioning and merchandising.

"Mike's considerable experience in product management, brand-building and go-to-market strategies—coupled with a broad supply chain background and international experience—are an invaluable asset to Teragren," said Knight.

Prior to joining Teragren, Boshart was General Merchandising Manager and corporate officer at iFloor, a multi-channel specialty flooring retailer with 35 stores and an industry-leading e-commerce Web site.

Boshart is a member of the American Marketing Association, Institute for Supply Management and past participant in the Harvard/Wharton Consortium for Operational Excellence in Retailing.