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McFarland Cascade offers support to contractors and retailers
“Dreams to Reality” program helps maximize sales

TACOMA, Wash.—McFarland Cascade’s Dreams to Reality program gives contractors and retailers the tools they need to build up their bottom line.

The program provides sales support and information via a website, co-op advertising and more.

The company initially developed the program to help support sales of its recently acquired Xtendex® composite deck system that provides a completely wood-free choice that installs in up to half the time. Xtendex features a patented formula using rice hulls instead of wood fiber to achieve the highest level of resistance to water absorption. But, few within the industry fully understood the significant benefits of Xtendex decking and deck accessories products. So the company developed the Dreams to Reality program to enhance its partnerships with contractors and retailers.

The certification program offers many tools that will help contractors and retailers sell McFarland Cascade products. Through a training course, participants will learn about installation techniques on new products, how to effectively use product information on the company website to support sales, and how to access CadQuest software deck design program, which provides construction techniques and generates project estimates. The program also offers lead generation, warranties and other marketing support such as yard signs, business cards, t-shirts and more.

An attractive feature of the Dreams to Reality program is its broad base of trade and consumer advertising support. McFarland Cascade has made advertising buys in leading industry trade publications such as BUILDERnews magazines and others. Scheduled newspaper advertisements feature consumer rebates when McFarland Cascade Certified Contractors install the product. Television advertising includes a sponsorship campaign airing on Fox Sports Northwest’s coverage of Seattle Sonics and Mariners baseball. Other television and radio advertising will run throughout Oregon, Idaho, Alaska and Hawaii.

More than 176 Northwest contractors have become McFarland Cascade Certified Contractors through the Dreams to Reality partnership program. “The response has been overwhelmingly positive,” said Phil Schumock, McFarland Cascade Sales manager. “We are currently implementing consumer advertising for decking and other outdoor materials with leads channeled to our contractor and retail partners,” he said.

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Lumber and outdoor building trade professionals wishing to join in this partnership are encouraged to visit McFarland Cascade.com to learn about the many benefits of our Dreams to Reality program.

For more information on the Dreams to Reality Program, please call McFarland Cascade toll free at (800) 426-8430.

McFarland Cascade—the outdoor projects people—enhances the quality, style and comfort of exterior home projects. A manufacturer and distributor of pressure-treated consumer lumber, composite decking and other products that are sold through quality retailers throughout the West, the Tacoma, Wash.-based company began as a producer of poles and pilings in Sandpoint, Idaho in 1916.

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