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Contact:
Gary Maulin, Product Manager
(800) 426-8430 or (253) 572-3033

Better backyard spaces begin in a virtual place

Consumers can catch a vision for enhanced outdoor living at McFarlandCascade.com

Tacoma, Wash.—Better outdoor living can begin in cyberspace with McFarland Cascade’s innovative new website.

McFarlandCascade.com offers consumers ideas for creating outdoor living spaces that go far beyond a simple deck or porch surface. And the site drives those inspired consumers to McFarland Cascade-certified contractors to do the work.

“We believe that decks are the next wave of remodeling,” said Gary Maulin, sawn products manager at McFarland Cascade. “Just like today’s kitchens and bathrooms go far beyond their utilitarian uses, a thoughtfully designed and inviting outdoor area extends your living space and adds to the livability, comfort—and value of the home,” he said. “McFarlandCascade.com gives people the tools they need to get started.”

A one-stop resource, it offers consumers ideas, informs them about the best materials to use to develop those ideas, and connects them with certified contractors who can turn those ideas into reality. The site features a list of McFarland Cascade-certified contractors that can be searched by zip code. It also offers interested contractors the opportunity to become certified with the company. After a simple registration process, they can get customer referrals as well as other complimentary marketing assistance.

“The new website helps give contractors and consumers an added value in this sometimes difficult to navigate decking materials marketplace,” said Gary Hardin, merchandise manager of Lumbermens, a chain of contractor-focused building material centers in Washington, Oregon, Idaho, California and Arizona, and part of Pro-Build, Inc. “Consumers or their contractors can get great ideas, then come to us ready to act on them,” he said.

In addition to referrals to company-approved contractors, the site offers a look at decking and railing materials and accessories, design tips, deck care advice, and more. Users also can download a product catalog and order free samples and deck design software with versions for consumers and professionals.

“The home and lifestyle category hasn’t paid a lot of attention to outdoor living spaces, and our website is meant to change that. By giving people ideas about how to use the best materials for their outdoor products, we hope to inspire more possibilities and help them get the most from their outdoor living environment,” said Maulin.

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Featured products include:

- **Stonedeck™**—Featured in Sunset Magazine in August of 2005 and 2006, these light-weight natural stone tiles backed with a high-strength composite will install on standard above ground deck frames with no additional substructure required. Stonedek can be used for an entire project or as an accent.
- **Extreme Tropical Hardwoods**—When nothing but real wood will do, McFarland Cascade's Extreme Tropical Hardwood line offer richness and durability that choosy customers appreciate. Their dramatic grains and distinctive colors can add value and elegance to any home, while their natural resistance to fungi and termites offer maintenance benefits.
- **Xtendex®**—A rice-hull-based composite that naturally resists insects and mold, Xtendex features the Quick Clip no-visible-screw building system. This wood-free choice is more stain and scratch resistant than most other composite options and installs in up to half the time. It combines principals of conservation with practical engineering and ease of use.
- **RhinoDeck®**—Recognized as a quality wood alternative in the building industry, this composite decking system is comprised of 50 percent recycled high-density polyethylene (HDPE) and 50 percent recycled wood fibers. People who have used RhinoDeck have helped America recycle more than 1 billion plastic containers a year. It's splinter free, requires no painting or staining and installs like traditional wood.
- **Rain Escape® and DrySnap™**—Homeowners can maximize outdoor living spaces—even during rainy days—by transforming unsightly under-deck overhangs into dry and attractive usable spaces. Gain an outdoor living room or a dry storage space for lawn and gardening equipment, bikes, and more.

The company currently distributes its products to Washington, Oregon, Idaho, Utah, Montana, Alaska and Hawaii.

For more information, or to receive McFarland Cascade's catalogue featuring its complete line of products, call (800) 426-8430, or download it online at www.mcfarlandcascade.com.

At McFarland Cascade, the best outdoor projects start with the best materials. A manufacturer and distributor of pressure-treated consumer lumber, composite decking and other products that are sold through quality retailers throughout the West, the company began as a producer of poles and pilings in Sandpoint, Idaho in 1916.

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