



Press Release

Contact: Nancy Cranston, Marketing Manager[503] 614-2583

PARR LUMBER EXECUTIVES HELP NON-COMPETING LUMBERYARDS POSITION FOR NEW MARKET OPPORTUNITIES

HILLSBORO, OR (January 18, 2010)—Two long term senior management team members from Portland’s Parr Lumber Company announced today their decision to leave Parr to form a new company, “Wheelhouse 20/20”.

Parr Lumber Director of Marketing Jennifer Swick and Regional Sales Manager Scott Ericson will be partners in the new firm. The company was created specifically to assist those in the building supply chain.

“Our goal is to help manufacturers, distributors and non-competing retail lumber yards identify niche market opportunities and non-traditional revenue sources through integrated sales and marketing programs. Some of our offerings include programs that were developed for Parr and are now available to other non-competing lumberyards.” said Ericson.

Some of the programs offered may include several Parr branded programs such as their award winning GET REAL® program which positions companies as a resource for the environmentally conscious consumer. In addition to GET REAL, many other unique programs will be offered.

Parr Lumber, a landmark Portland lumber retailer, signed on as Wheelhouse 20/20’s first client. The idea of the new company was fully endorsed by Parr Lumber. “We think it’s a great partnership. Scott and Jennifer have been major contributors to our leadership and it makes sense to contract with them,” said David Hamill, Chief Executive Officer of the Parr Company.

With its agreement with Parr Lumber, Wheelhouse 20/20 will lead Parr’s marketing efforts and Parr customers and employees will see virtually no change in the day to day operations, with Swick directing all marketing initiatives.

Swick, and Parr Marketing Team Win Major Industry Award

In November, 2009, ProSales Magazine announced that Parr Lumber was the recipient of the magazine’s annual Excellence Awards in two categories: “Best Marketing Campaign” and “Best Advertisement Campaign”.



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Parr received the Pro Sales Excellence marketing award for its “Get Real” campaign. The campaign allows customers to easily determine which products are made with sustainable practices by providing “Get Real” labels, an informative website, and easily accessible centers in all Parr Lumber and Parr Cabinet Outlet locations.

The second award was honorable mention for best advertising. Parr has long been known for its ingenuity in its advertising and one of the images singled out by the award committee was Parr’s popular “Need a Fence” campaign, showing a less than attractive intrusive neighbor in his robe.

About The Parr Company: The Parr Company consists of six distinct companies providing building solutions and services: Parr Lumber Company, Parr Cabinet Outlet, Cascade Wholesale Hardware, NSC, NSCi and Parr Marketing Group.

Parr Lumber Company was established in 1930 by Dwight Parr Sr., in the Pacific Northwest and remains a locally owned family business today. Michael Parr and Brad Farmer, both grandsons of the founder, play an active role within The Parr Company and continue the proud family ownership. Headquartered in Hillsboro Oregon, Parr is ranked as the 14th largest building materials supplier in the nation. Parr proudly operates 40 facilities in Oregon, Washington, California, Arizona and Utah which include pro/retail building material yards, contractor focused facilities, and cabinet outlets. For more information visit: www.parr.com.