



Press Release

Contact: Jennifer Swick, Advertising and Marketing Director [503] 614-2581

NATIONAL LUMBER MAGAZINE AWARDS PARR WITH TWO NATIONAL MARKETING AWARDS

HILLSBORO, OR (November 11, 2009)—ProSales Magazine announced that Parr Lumber is the 2009 recipient of the magazine’s annual Excellence Awards in two different categories: “Best Marketing Campaign” and “Best Advertisement Campaign”.

ProSales is the most prestigious publication in the Lumber and construction supply industry. Annually ProSales honors outstanding achievements in various categories and honors business leaders whose creativity and ingenuity have not only improved and reinvigorated their own companies, but also set new benchmarks for the entire industry. Excellence Awards categories include: showroom design, facility design, technology, marketing and customer service, advertising, and web sites.

Parr received the Pro Sales Excellence marketing award for its “Get Real” campaign. “Parr’s Get Real campaign helped the company become known as an expert on green construction and materials without antagonizing either side of the Northwest’s ecology battles,” Said Craig Webb, Editor of ProSales Magazine.

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.

“Parr Lumber marketing campaigns consistently rank among the nation’s best. Parr has placed some very creative thought in their advertising, marketing and digital efforts that have had tremendous results,” added Webb.

“Get Real” Campaign Earns National Award

The marketing program in which Parr has been recognized, known as “Get Real,” allows customers to easily determine which products are made with sustainable practices that better protects the earth’s environment.

The program provides “Get Real” labels, an informative website, and easily accessible resource centers in all Parr Lumber and Parr Cabinet Outlet locations.



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All products offered by Parr Lumber were reviewed and products meeting the criteria are now identified by the “Get Real” label at all Parr locations. A product qualifies by meeting one of the following standards: The product must be harvested in a sustainable manor and receive FSC (Forest Stewardship Council) or SFI (Sustainable Forestry Initiative) certification. The product must be manufactured using FSC certified materials. The product must be completely or partially manufactured with the use of recycled materials. The product must supply clean air or energy efficiency benefits.

A website was also launched (getreal.parr.com) The “Get Real” website is the home of numerous resources. The site provides a “Get Real” product directory along with supporting documentation and links that explains a product’s qualifications. The website also has links to certification and tax incentive programs. The website itself is constantly being updated with progressive new materials.

At all Parr Lumber and Parr Cabinet Outlet locations customers will find a “Get Real” resource center that houses basic information about tax incentive programs and certifications.

The “Get Real” campaign was a sizeable project for Parr Lumber. Over 150 in-store items received the “Get Real” label. In addition there are hundreds, if not thousands of lumber related products such as: doors, and windows that qualify as “Get Real” products.

Winning Award Also Benefits Parr’s Favorite Charity

ProSales will also make a \$500 donation to Parr’s favorite charity. Parr has designated the monetary award to Ronald McDonald House Charities® of Oregon and Southwest Washington (RMHC®)the Ronald McDonald House.

Earlier this year Ronald McDonald house charities honored Parr Lumber as one of its inaugural “Partners of Distinction.” Parr was selected for this honor for their sustained contributions of time, treasure, and talent.

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.,



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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.

About ProSales Magazine: ProSales Magazine is an authoritative source for news and information about the management, finances, and operating concerns of America's 500-plus pro-focused building materials dealers. The magazine is produced by Hanley Wood, LLC, which is the premier media and information company serving housing and construction. Founded in 1976, Hanley Wood is a \$250 million company owned by affiliates of JPMorgan Partners, LLC. CCMP Capital Advisors manages the Hanley Wood investment for JPMorgan Partners.