



NEWS RELEASE

For more information, contact: Nisha Vyas Mahler
Tel: 760-603-9100
E-mail: mahlern@lumlumber.com

LIFETIME LUMBER® SELECTED FOR MATERIAL CONNEXION™ GLOBAL MATERIAL SOLUTIONS LIBRARY

Encinitas, Calif. April 7, 2008 – Material ConneXion™, the leading global platform for material innovation and solutions, has inducted sustainable LifeTime Lumber® into its innovative materials library. With offices in New York, Milan, Cologne and Bangkok, Material ConneXion's international network of material specialists are the trusted material consultants to Fortune 500 corporations, smaller forward-thinking companies and government agencies seeking a competitive edge through strategic material selections.

Manufactured by LifeTime Composites LLC, LifeTime Lumber is composed of, among other materials, recycled fly ash – a byproduct from electric utility plants. LifeTime Lumber has working properties similar to those of wood, and can be sawed, as well as screwed and nailed together, with regular woodworking tools. An independent jury of material specialists selected LifeTime Lumber for its sustainability and quality.

“With LifeTime Lumber, it was the use of fly ash that garnered interest. The concern was about the amount of waste fly ash from energy plants and intriguing uses for this material – this was a good use of it,” said Dr. Andrew Dent, vice president, library and materials research, Material ConneXion, Inc.

The fly ash used in LifeTime Lumber is incorporated “as is,” as opposed to wood/plastic composites that must pulverize the wood and sort and melt plastics prior to manufacturing. The energy-efficient manufacturing process consumes a minimal amount of water compared to other products, eliminating wastewater emissions from the plant.

LifeTime Lumber products conform to recycled content criteria under the Leadership in Energy and Environmental Design (LEED®) Green Building Rating System™. LEED is the nationally accepted benchmark for the design, construction and operation of high-performance green buildings. LifeTime Lumber has also received recycled content certification; it meets the necessary criteria for recycled content claims based on internationally recognized standards and guidance established by the International Organization for Standardization and the US Green Building Council.

“Certification of the amount of pre-consumer waste was noted in the Material ConneXion jury’s decision, due to the increase in ‘green washing’ and the fact that companies are tending to make spurious or non-verifiable claims to environmental responsibility,” said Dent. “Team this with the overall durability and robustness of LifeTime Lumber, and it was thought to be a nice addition to the area of composite lumber.”

Other properties that make LifeTime Lumber attractive include a mix of strength, durability and flexibility, as well as resistance to water absorption, mold, mildew and rot. While wood or vinyl products used in fencing and decking applications sometimes warp, sag or become brittle during prolonged exposure to the elements, LifeTime Lumber is not affected by weather and is an excellent alternative to pressure treated materials that can leach toxic chemical compounds into the earth.

“We are thrilled that LifeTime Lumber has been chosen by Material ConneXion as an entry in its exclusive materials library,” said Nisha Vyas Mahler, vice president, LifeTime Composites. “This opportunity gives LifeTime Lumber exposure to the world’s top designers, architects and manufacturers who are looking for innovative and sustainable design solutions.”

LifeTime Lumber is offered in a range of colors including natural brown, as well as white, black, sage and gray. Each piece has a distinctive wood grain pattern that creates an aesthetically pleasing finished product.

Beginning in 2002, LifeTime Composites LLC has invested several years of research and development work into perfecting its LifeTime Lumber® product. It now manufactures and sells LifeTime Lumber boards in several sizes, lengths and colors for use in the residential and commercial decking and fencing markets, as well as the equestrian fencing market.

For more information about LifeTime Lumber, visit: www.ltlumber.com, or call 760-603-9100.

For more information about Material ConneXion, visit: www.materialconnexion.com

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LifeTime Lumber® eco-friendly wood alternative has been chosen by Material ConneXion™ for its innovative materials library. Material ConneXion is the trusted material consultant to Fortune 500 corporations, smaller forward-thinking companies and government agencies seeking a competitive edge through strategic material selections.