



NEWS RELEASE

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CENTURY PRODUCTS' LLC LIFETIME LUMBER® CHOSEN FOR USE IN DEBUT O'CONNOR SIGNATURE EQUESTRIAN FACILITY

Encinitas, Calif. June 25, 2007 – A new signature equestrian facility is making a strong green building statement in the selection of construction materials for its fences and stall support systems. The exclusive O'Connor Signature equestrian facility located at The Oaks, a residential community in Lake City, Florida, currently has installed more than 75,000 board feet of LifeTime Lumber® for fencing, and is using LifeTime Lumber posts to support each of the 33 stall systems in the main barn.

LifeTime Lumber is an eco-friendly wood alternative that has the look and feel of wood without the maintenance requirements. Manufactured by Southern California-based Century Products LLC, LifeTime Lumber is comprised of recycled fly ash – an inert waste product from electric utility plants – which is bound together with Baydur® polyurethane composite from Bayer MaterialScience LLC. LifeTime Lumber has very similar working properties to those of wood, and the material can be screwed, sawed and nailed together with regular woodworking tools.

"During our product research period, we kept coming back to LifeTime Lumber. The material quality and durability is unmatched in the industry and stands alone when it comes to meeting O'Connor Signature standards," said Bradley Dicks, owner of Dicks Realty, the project's developer.

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Equestrian Services, LLC, a provider of turn-key equestrian amenities for communities and resorts throughout the United States, headquartered in Charlottesville VA, is overseeing the plans for the O'Connor facility and selected LifeTime Lumber specifically for the revolutionary project. The Oaks is the first O'Connor Signature facility by equestrian Olympians Karen and David O'Connor, and is modeled after successful golf industry branding and management concepts, similar to communities that boast an Arnold Palmer or Jack Nicklaus golf course.

"We have been working with fencing products for years and have seen, sampled and installed many different types currently on the market," said Michael M. Donovan, principal, Equestrian Services, LLC. "We are thrilled with the LifeTime Lumber fencing product because it looks and feels like real wood, is available in a variety of colors, is safe, requires no maintenance and is LEED certified."

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, confirming that the material 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.

"We are honored that our eco-friendly LifeTime Lumber product has been chosen by Brad Dicks and Equestrian Services to play such a prominent role in the world's first O'Connor Signature equestrian facility," said Jim Mahler, senior vice president, Century Products. "Lifetime Lumber offers a mix of strength, durability and flexibility, as well as resistance to water absorption, mold, mildew and rot that makes it a perfect fit for equestrian applications." Equestrian Services has also used LifeTime Lumber as fencing in previous projects in Florida and Virginia.

The O'Connor Signature at The Oaks will feature more than 1,200 rolling acres filled with mature oak trees, a 33 stall barn, a 31,000 square foot covered arena, a David O'Connor-designed cross country course, and more than 15 miles of looped riding trails, in addition to other outdoor riding venues. O'Connor Signature designation is only offered to a select few residential and resort communities and stand-alone projects to ensure a commitment to the superior quality of the brand. Developers and owners must apply for a license as an O'Connor Signature site, with a blue-ribbon panel selecting sites on the basis of location, site size and topography, quality of development plan, and track record of the developer/owner.

Formed in 2002, Century Products 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 Equestrian Services, LLC, its products and services, please visit www.equestrianservicesllc.com or call 1-877-467-7307.

For more information on Bayer MaterialScience, call 1-800-662-2927 or visit www.bayermaterialsciencenafta.com.

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