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**DRIcore[®] Earns “Best New Product” Honors
From Woman’s Day Special Interest Publications**

NEW YORK – The latest generation of DRIcore[®], the modular subfloor system that creates warm, dry, comfortable floors over concrete, has been named a winner in the 2006 Best New Product Awards program sponsored by Woman’s Day Special Interest Publications.

The program honors the best new products in the home remodeling industry in 2005. Product categories cover every area of the home remodeling industry including appliances, tools, kitchen & bath products and exterior products. DRIcore is the winner in the Surfaces category.

The new generation DRIcore features a new, rigid, high-density polyethylene air gap moisture barrier that is bonded to the underside of DRIcore’s engineered wood core. The grid pattern in the new moisture barrier was engineered to increase airflow under the panels by more than 10 percent, which results in quicker evaporation of basement moisture from the concrete floor surface. The new moisture barrier, developed through the company’s continuous quality improvement program, was introduced in mid-2005.

“We’re honored to receive this award,” said Dave Murray, marketing director for DRIcore. “Basements represent a huge opportunity to expand useful living space in American homes and DRIcore is an important component in helping to create basement living areas that are comfortable, warm and dry. Considering that in any given year, an

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estimated 3 to 4 million basements experience some water penetration, DRICore can play an important role in preventing moisture damage to finished floors and furnishings.”

DRICore marries two material technologies – a durable engineered wood subfloor that expands uniformly when subjected to high levels of humidity, and a moisture-resistant membrane with a raised design that creates a ¼-inch air space between the concrete floor and the wood subfloor on top of it. This space allows air to circulate between the concrete and the subfloor to dry up small amounts of basement moisture and keep dampness from coming into contact with finished floor materials and furnishings.

DRICore was one of only 24 winners chosen from more than 200 entries. Products were selected based on technical innovation and aesthetic appeal. Winners were selected by a panel of judges that included;

- **Ron Hazelton**, home improvement editor for ABC’s “Good Morning America” and host of his own TV show, “Ron Hazelton’s house Calls;”
- **Tom Kraeutler**, co-host of the syndicated radio show “The Money Pit” and a contributor to CNN, MSNBC and HGTV;
- **Katie Hamilton**, co-author of 20 books on home remodeling, and creator of the syndicated weekly newspaper column “Do It yourself or Not,” and,
- **Barbara Winfield**, editor of “Woman’s Day Home Remodeling & Makeovers” magazine.

The DRICore modular subfloor system is a product of DRICore Division (www.dricore.com), Longlac Wood Industries, a business unit of Kruger, Inc. Montreal-based Kruger is a major Canadian pulp and paper producer and a leader in sustainable forest ecosystems and recycling.

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Photo Caption:

Barbara Winfield, senior editor, Woman’s Day Special Interest Publications, presents a “Best New Product Award” to Dave Murray, director of marketing for DRICore, at the International Builders’ Show in Orlando. DRICore is the maker of the DRICore modular subfloor for use over concrete. With them are DRICore regional sales managers Mike Burke (left center) and Grant Cowx.