



FOR IMMEDIATE RELEASE
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**DRICore Signs on as Sponsor
for Popular HGTV Show *Disaster DIY***

MISSISSAUGA – DRICore, the Mississauga-based maker of the innovative DRICore® basement subfloor system, has signed on as a sponsor of *Disaster DIY*, the popular HGTV home improvement show hosted by Bryan Baeumler.

In addition, Baeumler will be the spokesman in the DRICore commercial spots that air during the show.

Disaster DIY begins its second season on October 4 in the key 10 p.m. time slot as part of HGTV's powerful "Renovation Thursdays" program line-up. The show features hapless do-it-yourselfers who have failed at their own home renovations and are in desperate need of some on-the-job training. Host and professional contractor Bryan Baeumler arrives to save the day by showing the homeowner the proper way to handle the project and fix the mess.

"We are very excited about the relationship with *Disaster DIY* and Bryan Baeumler," said Brent Feilders, director of sales and marketing for DRICore. "*Disaster DIY*'s focus on educating homeowners about the right way to do a job is consistent with DRICore's emphasis on education and successful project completion.

"Because Bryan is a real-life contractor, he's a knowledgeable host for the show and because he's used our product for years, he's also a very credible spokesperson for DRICore," Feilders said.

More . . .

DRICore, which will be used in several *Disaster DIY* segments this year, is a modular subfloor system that is easy to install for even a novice do-it-yourselfer. DRICore virtually created the basement subfloor category and remains the market leader in Canada and the U.S. since its introduction in the late 1990s.

“Alliance Atlantis integrated sales department is pleased to be a part of this strategic advertising opportunity with DRICore,” said Diana Flumian, sales manager, Synergy, Alliance Atlantis. “Linking the brand strength of DRICore with one of HGTV’s most popular shows, *Disaster DIY*, and its host Bryan Baeumler, is a wonderful opportunity for product placement that will certainly guarantee a successful campaign.”

The DRICore modular subfloor system is a product of DRICore Division, Longlac Wood Industries, a unit of Kruger Inc.

Founded in 1904, Kruger Inc. is a major producer of publication papers, tissue, lumber and other wood products, corrugated cartons from recycled fibers, green and renewable energy and wines and spirits. The Company is also a leader in paper and paperboard recycling in North America. Kruger operates facilities in Quebec, Ontario, Alberta, British Columbia, Newfoundland and Labrador, in the United States and the United Kingdom and has 10,000 employees.

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