



by



NuCedar Mills
finely crafted exteriors

**Press Release:
March 14, 2011**

NuCedar Mills, Inc. and Jain (Americas), Inc. Announce Merger

NuCedar Mills, Inc., Chicopee, MA and Jain (Americas), Inc., Columbus, Ohio announce their merger effective immediately.

NuCedar® brand cladding products (shingles, clapboard, vertical siding and trim) are all made from Ex-Cel® brand cellular PVC sheet stock, manufactured by Jain (Americas). Jain (Americas) has been the principal investor and supplier for NuCedar Mills, Inc. since its inception in 2005.

Tom Loper, Founder, NuCedar Mills, Inc. sees the merger of the two companies as a natural integration of two co-dependent partners:

“By combining our sales and marketing efforts last year, we were able to make it easier for our customers to purchase NuCedar® and Ex-Cel® brand products from the same sales representatives. With a full and formal integration, we can now integrate our administrative and logistics functions as well; thereby making it easier for our customer to purchase the broadest offering of cellular PVC cladding and trim products in the industry”.

Murali Ramanathan, Executive Vice President, Jain (Americas) finds the synergies between the two companies compelling:

“Jain is one of the leading manufacturers of PVC sheet in the world. The NuCedar Mills, Inc. engineering team has done an extraordinary job of converting our sheet into the leading pre-finished cellular PVC cladding line in the building products industry. Using proprietary manufacturing processes (backed by six patents), the NuCedar® brand is likely to maintain this position of leadership for many years to come.”

Going forward, all Sales, Marketing and Administrative Support for NuCedar® and Ex-Cel® brand products will be managed from Jain (Americas) corporate offices in Columbus, Ohio. All NuCedar® products and Ex-Cel® pre-finished trimboard will continue to be produced at the former NuCedar plant in Chicopee, MA.