



## Universal Launches ProWood Professional Grade Lumber for the Serious DIY-er

November 15, 2012

***Jason Cameron, host of Desperate Landscape and Man Caves, is product spokesman***

GRAND RAPIDS, Mich.--(BUSINESS WIRE)--Nov. 15, 2012-- Universal Forest Products, Inc. (Nasdaq: UFPI) is pleased to announce the launch of its all-new ProWood® premium pressure-treated lumber brand, comprising superior quality products created for serious do-it-yourselfers and contractors, alike, and backed by a lifetime limited warranty.

Top-quality lumber treated with the world's leading preservatives recognized for their enduring natures and environmental qualities, ProWood branded products will fill treated lumber needs for all users with the quality expected by the pros, and will include color-infused ProWood Dura Color™, kiln-dried lumber and sill plate products.

"More and more, serious do-it-yourselfers are looking for professional-grade products, and that's what we're offering with ProWood," said Pat Webster, president and chief operating officer of Universal Forest Products. "There's a great demand for a superior brand of products that lives up to its promises and delivers professional results, and ProWood is the answer."

A powerful marketing campaign featuring Jason Cameron, licensed contractor and noted host of the DIY Networks' *Desperate Landscape* and *Man Caves*, will include a new Web site, social media, print ads, point-of-purchase programs, videos, a deck contest and much more.

"We couldn't be more pleased that Jason Cameron has agreed to promote ProWood. He's an engaging and well-known television personality who isn't just an entertainer, but also an expert: He's a licensed contractor and knows quality when he sees it," said Universal Director of Marketing Communications Mark Deremo. "Once he worked with ProWood and saw its vast superiority in performance and quality, he enthusiastically signed on and will be a great boon to our efforts."

As the standard-bearer in the industry, Universal understands that not all pressure-treated wood is created equally, so the company decided to demonstrate and promote the differences by offering a professional-grade product to consumers.

"For years, we used the ProWood name to identify a number of high-quality Universal products," said Webster. "Today, ProWood is the exclusive brand for our treated lumber and outdoor products that are backed with a lifetime limited warranty, from dimensional lumber and decking to finished products, like fencing."

"It's the all-in-one solution for pro-level performance from pressure-treated wood."

**For more information on ProWood or on retail locations, go to [www.ProWoodLumber.com](http://www.ProWoodLumber.com).**

Universal Forest Products, Inc. is a holding company that provides capital, management and administrative resources to subsidiaries that design, manufacture and market wood and wood-alternative products for DIY/retail home centers and other retailers, structural lumber products for the manufactured housing industry, engineered wood components for residential and commercial construction, specialty wood packaging and components for various industries, and forming products for concrete construction. Its subsidiary, Universal Consumer Products, offers a large portfolio of outdoor living products, including wood composite decking, decorative balusters, post caps and plastic lattice. Its lawn and garden group offers an array of products, such as trellises and arches, to retailers nationwide. Universal's subsidiaries also provide framing services for the site-built construction market. Founded in 1955, Universal Forest Products is headquartered in Grand Rapids, Mich., with operations throughout North America. For more about Universal Forest Products, go to [www.ufpi.com](http://www.ufpi.com).



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