

Surfaces 2012 Helps Aacer Flooring Launch its Northern Hardwood Lineup.

FOR IMMEDIATE RELEASE

Peshtigo, WI. January 27th 2012 – Aacer Flooring Chief Executive Officer Gory Boyd announced the launch of the Aacer Floorings 2012 product line up at the 2012 Surface Show in Las Vegas, Nevada.

“Surfaces 2012 is a fantastic platform for Aacer to kick off its new look and feel within our product lineup. I am proud to announce the Northern Solid Hardwood lineup that brings so much more to the table for consumers than our southern counterparts. These features cannot be matched by those offering products from mills promoting all soft wood products like Appalachian Maple or Southern Oak.” Boyd went on to say, “The Northern Maple and Oak that Aacer Flooring offers is a better milled, more dimensionally stable product which makes it cleaner looking with fewer defects. Our goal is to begin to educate the market on why these characteristics are something the consumer must demand out of a product designed to last the life of any project.”

The Aacer Flooring team showcased their product lineup with a fantastic open and interactive display for all buyers to see, touch and feel the products. Aacer’s presence at the show along with a constant flow of prospective and current buyers was an impressive site. Mr. John Olson, Chief Financial Officer, commented, “With Aacers new capital owners with over \$6 billion in assets, they have really become a team member that is promoting future and current success both internally and externally”. Kevin Barker Vice President of Sales and Marketing added, “Aacer Flooring is preparing to launch new marketing campaigns that will be seen around the world market of commercial hardwood floors. These campaigns will follow the path of promoting education of the products and showing the reasons buyers must demand these features and benefits from the products they purchase.”

About Aacer Flooring:

Aacer Flooring is the world leader in maple performance sports flooring systems. With more than 100 years experience in every part of the wood flooring industry, Aacer manufactures sports performance floor systems designed to accommodate athletes at all levels of play. Aacer also produces ten species of northern hardwood in a variety of face widths and grades in a LEED certified environmentally controlled facility. Aacer protects the environment by involving themselves as members of the FSC, MFMA, NWFA, and USGBC. Aacer’s floor systems are showcased around the world and in the Basketball Hall of Fame where the history and future of sports floors are prominently displayed. Aacer is owned by the GreenStone FCS Company a \$6 billion dollar company. www.aacerflooring.com Media Contact: Ellen Grabian elleng@aacerflooring.com