

Aacer Flooring names Jeff Williams Midwestern Regional Manager of Sports

FOR IMMEDIATE RELEASE

Peshtigo, WI. March 4, 2011 – Aacer Flooring Vice President of Sports Kevin Barker announced today the appointment of Jeff Williams as Midwestern Regional Manager for Sports. Williams, was a former Sales Representative for Foster Specialty Floors representing Robbins Sports Floors and Polytan Turf. Williams will be responsible for the continued development of the Midwestern region sports division for Aacer Flooring. Williams will be devoting much of his time working to develop the dealer base, architectural relationships and educating the end users on the entire sports product line.

"Jeff is a fantastic addition to our growing team and his background from both the end user side of the house and sports surface sales will really be a great asset to our network" said Barker. "His knowledge of the industry and existing relationships throughout the Midwest are strengths that will benefit his team"

Williams brings over 10 years of sports floor experience to Aacer and has spent the last many years developing the Midwest market in a role that gives him great insight in how the sports flooring business truly works. Williams has done hundreds of presentations to both end users and architects during his career. Additionally, he has worked as a manager at Sears a fortune 500 company dealing with sales, managing accounts, people and holding responsibility for top line revenue.

Williams will be located in Michigan and will cover North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri, Illinois, Wisconsin, Michigan, Indiana, Ohio, Kentucky and Manitoba and Ottawa Canada.

About Aacer Flooring:

Aacer Flooring is the world leader in maple performance sports flooring systems. An employee-owned company 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.