

News Release

For Immediate Release

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TORLYS Inc. Becomes Newest National Sponsor of Habitat for Humanity Canada

MISSISSAUGA, Ontario, August 21, 2003... Starting this year, there will be a Uniclic® floating floor available for every home built by Habitat for Humanity Canada — TORLYS Inc. has signed a two-year sponsorship agreement with Habitat for Humanity Canada, making it the newest national sponsor of this charitable organization that builds affordable housing for Canadians in need.

"We designated Habitat for Humanity Canada as our charity of choice because the organization plays such an important role in improving the quality of life for many Canadians who otherwise could not afford to have their own homes in which to raise their families," said Peter Barretto, President and CEO of TORLYS. "For us at TORLYS, making an effort to enrich our families and our communities is an important part of the TORLYS Mission, so this is a perfect partnership. There's a real synergy."

Initially, the sponsorship is for a two-year period. "We'll be reviewing the sponsorship at the end of two years, but we fully intend to make this a very long-term relationship," said Barretto. "It's our intention to be one of the top sponsors of Habitat for Humanity Canada and we hope to be generating over \$1 million annually for Habitat for Humanity affiliates over the next decade."

Under the sponsorship agreement with Habitat for Humanity Canada, TORLYS will, depending on the home design, supply Uniclic® flooring in the living and/or dining rooms of every home built by Habitat for Humanity affiliates during the 2003 and 2004 construction seasons.

The company also will provide surplus new and/or used TORLYS Uniclic® flooring materials to Habitat ReStores in Canada that can be resold to generate revenue for local Habitat for Humanity Canada affiliates.

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TORLYS Uniclic® flooring is easy for Habitat volunteers to install since tiles or planks simply "click" together using the patented Uniclic® joint system; floors are easy to maintain with vacuuming, dust mopping or damp mopping; and they are extremely durable.

"We evaluated this product and felt that its quality will add longevity and value to the interiors of Habitat for Humanity homes," said Terry Petkau, Vice-President Building and Housing, Habitat for Humanity Canada.

"We're not just providing our TORLYS Uniclic® flooring products," added Barretto. "Wherever practical or possible, TORLYS will be encouraging its Associates to volunteer and help install TORLYS floors in Habitat for Humanity Canada homes. Customers also will be encouraged to participate hand-in-hand with TORLYS Associates."

"We're very pleased to have TORLYS as a sponsor and are looking forward to building a long-term relationship with them," said Linda Jones, Vice-President — Marketing and Development, Habitat for Humanity Canada. "It's through the generous support of companies like TORLYS that Habitat for Humanity is able to help Canadians in need own their first home."

In addition to donating flooring products, TORLYS will co-brand with Habitat for Humanity Canada in all of its marketing programs and national marketing materials including product brochures and in-store product displays. New displays and brochures that have been redesigned under a new branding strategy include reference to the Habitat for Humanity Canada partnership and will be rolled out to TORLYS dealers in September.

"One of the key benefits of TORLYS Uniclic® flooring is its reusability. We're including the Habitat for Humanity story in all of our national marketing materials, to let our dealers and customers know how they can support Habitat for Humanity by donating used TORLYS Uniclic® flooring to Habitat if they are renovating and redecorating," said John Kocemba, Vice-President, Marketing.

"TORLYS Uniclic® floors make enhancing home décor with style and design easy, and now they're now helping to make home ownership easier and affordable for Canadians in need," said Barretto.

TORLYS Inc., founded in 1988, is a leading marketer of Uniclic® floating floors. TORLYS distributes across Canada STEPS™ Uniclic® Laminate and TORLYS Uniclic® Cork, Hardwood and Linoleum flooring as well as North River® flooring. The company has a national network of Sales Associates and trained consultants that stretches from Newfoundland to British Columbia, with sales and technical service available in both French and English.

Habitat for Humanity is an independent, non-profit housing program dedicated to the elimination of substandard and poverty housing by building homes in partnership with families in need. The ministry of Habitat is to provide simple, decent, affordable housing to those who would not qualify or be able to afford a conventional mortgage. The Habitat program is about home ownership, a long-term solution designed to break the poverty cycle.

Habitat for Humanity was founded in 1976, and has built more than 150,000 homes in 89 countries around the world. Habitat for Humanity Canada was founded in 1985, and has built over 700 homes to date. There are 59 Canadian affiliates in all 10 provinces, 15 Campus Chapters and 28 ReStores.

Editors: *Digital photos of TORLYS Uniclic® products being donated to a representative for a Habitat for Humanity Canada building project in Fort Erie, Ont., are available on request.*

Photo cutline: Dave Aujer, a Habitat for Humanity Niagara Building Committee volunteer, picks up a donation of STEPS™ Uniclic® flooring being used a Habitat home building project in Fort Erie, Ont., from TORLYS Technical Training Associate, Dave Pendlebury.