



McShan Lumber



SUSTAINABLE FORESTRY INITIATIVE

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FOR IMMEDIATE RELEASE

May 8, 2008

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MCSHAN LUMBER COMPANY SHOWS ENVIRONMENTAL LEADERSHIP WITH SFI FIBER SOURCING CERTIFICATION

McShan, Alabama – As a part of a broad commitment to the corporate social responsibility, McShan Lumber Company, a high-grade southern yellow pine sawmill, announced today that it has achieved fiber sourcing certification to the Sustainable Forestry Initiative (SFI Inc.)

- *"At McShan Lumber Company we have a strong commitment to the environment, and so do our customers," said Grover Allgood, V.P. Procurement. "SFI® fiber sourcing certification plays a critical role in our environmental policy, and empowers our customers to make an educated environmental choice about the southern yellow pine lumber products they buy.*

"Our Company was founded in 1907 and we've been producing quality southern pine products from our renewable southern forests ever since. We believe this is one of the greatest testaments to our stewardship of the resources that have been entrusted to us for these many years," said Allgood.

With over 152 million acres certified across North America, the SFI sustainable forestry certification program is one of the largest in the world, with a standard based on principles and measures that promote responsible environmental behavior and sound forest management including measures to protect water quality, biodiversity, wildlife habitat, species at risk and forests of exceptional conservation value. Fiber sourcing certification means a company has verified that at least 66% of their supply comes from a SFI certified procurement operation.

The SFI program stands apart from other certification programs by addressing the fact that 90 percent of the world's forests are not certified to a credible standard. Through the SFI Standard, program participants are required to track the uncertified content and promote responsible forestry by encouraging landowners to reforest areas that have been harvested, to use best management practices for protecting water quality and to identify and protect important habitat elements for wildlife, including imperiled and critically imperiled species and communities.

For areas outside of North America without effective laws, SFI program participants must take measures to procure all fiber from known and legal sources. In these circumstances program participants also must complete a risk assessment to avoid illegal sources and promote conservation of biodiversity hotspots and major tropical wilderness areas as defined by Conservation International.

"Demand for products from responsibly-managed forests is increasing worldwide and with today's announcement, McShan Lumber joins a growing number of companies that are demonstrating their



environmental commitment through certification to the SFI program,” said SFI Inc. President and CEO Kathy Abusow. “At a time when just 10 per cent of the world’s forests are independently certified, McShan Lumber has taken a leadership role by supporting global efforts to improve forest practices.”

About McShan Lumber:

McShan Lumber Company is a family owned and operated company that has produced quality Southern Pine lumber from the area's abundant and Sustainable Southern Forests since 1907.

It is McShan Lumber Company’s goal to profitably provide products that its customers value anywhere on the globe. McShan Lumber Company believes it is their duty to extract all the value and quality from every log that passes through their mill and to be good stewards of all the resources that are entrusted to them. McShan Lumber Company enjoys a worldwide reputation for quality and strives daily to maintain this hard earned status

“Certification to the SFI Standard means we will be able to meet the increasing market demand for environmentally-friendly products which is good for our business and good for our forests,” V.P Grover Allgood.

By achieving SFI certification, McShan Lumber Company joins a growing community of companies, land-owners, and social and environmental organizations all committed to improving forest practices on a global scale.

About SFI Inc.

SFI Inc. is a 501c(3) non-profit organization and is solely responsible for maintaining, overseeing and improving the Sustainable Forestry Initiative program. SFI Inc. directs all elements of the Sustainable Forestry Initiative program including the SFI Standard, fiber sourcing requirements, chain-of-custody certification, labeling and marketing. SFI Inc. is overseen by a three-chamber Board of Directors representing social, environmental and economic sectors.

For more information about the SFI program, visit www.sfiprogram.org