



FOR IMMEDIATE RELEASE

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Contact: Karen Brandt, VP, Market Affairs

(250) 710-9672

TENNESSEE WINS NATIONAL SUSTAINABLE FORESTRY INITIATIVE AWARD

Salt Lake City, UT – The Tennessee Sustainable Forestry Initiative® (SFI) Implementation Committee (Tennessee SIC) has won the SFI award for excellence in logger training, landowner outreach and program recruitment.

SFI, Inc. is the fully independent organization responsible for the Sustainable Forestry Initiative® Program. The SFI® program is a comprehensive sustainable forestry certification system that encompasses more than 135 million certified acres across North America and includes 220 program participants. The program is implemented on the ground through 37 SFI implementation committees and each year SFI recognizes one committee for outstanding achievements. During 2007, the Tennessee SIC actively promoted a film produced by J.M. Huber Corporation titled “Finding the Balance” that aired on community television, sponsored workshops to promote SFI certification, established partnerships with conservation and academic groups and supported research projects.

“The Tennessee SIC has done an outstanding job of promoting the SFI standard, sharing best practices and reaching out to various stakeholders including, conservation groups, to ensure they hear the views of those involved in the management of our forests,” said SFI President and CEO Kathy Abusow. “Through our SFI implementation committees we are seeing real, tangible on-the-ground improvements in forestry and awareness of SFI.”

The award was presented to the Chair of the Tennessee SIC, Kevin Hoyt, senior natural resource analyst with Huber Engineered Woods at SFI’s annual conference in Salt Lake City, Utah. Along with a plaque recognizing the successes of the implementation committee, the Tennessee SIC received a \$1,000 award. The committee will also be added to a separate plaque on display at SFI’s headquarters in Arlington, Va.

“The Tennessee SIC is proud to receive this award in recognition of the work we have done in our region to promote sustainable forest management under the SFI program,” said Hoyt. “By working with program participants, conservation groups, family forestland owners, state forestry personnel, lawmakers, and the forestry academic community we can improve forest management and ensure forest product customers have access to products from well managed forests.”

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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 SFI program including the SFI Standard, 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



SUSTAINABLE FORESTRY INITIATIVE

Good for you. Good for our forests.™