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THE NEW PEACHTREE IS REDEDICATED, REENERGIZED AND RECOMMITTED

Peachtree Introduces Three New Series of Windows and Patio Doors

NORCROSS, Ga. – Under new ownership, Peachtree® Doors & Windows is rededicated, reenergized and recommitted to delivering the highest quality entry doors, patio doors and windows to distributors, builders and consumers, according to Chris Brown, Peachtree brand manager.

“For the first time in many years, Peachtree is now owned by ‘window and door people,’ committed to strengthening the Peachtree brand,” Brown said. “In the past year, the owners have made significant investments in the company, building on the already formidable Peachtree product line. A reenergized marketing effort will help us build on the great brand recognition that exists, and support and grow our distribution network.”

He said this renewed focus will be evident to the industry during the next several months through a marketing campaign entitled, “The New Peachtree.”

Rededicated to Products

Peachtree is recommitted to broadening the product line to satisfy the needs of builders and homeowners nationwide, according to Brown. The company will be expanding its

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line of entry doors, patio doors and windows with easy living features such as greater energy efficiency, expanded clad exteriors, and new EasyCare™ Low E Glass that features an exterior coating which helps water sheet off, allowing glass to dry faster and stay clean longer. Peachtree also will offer more custom capabilities as a result of increased manufacturing support from its new owners.

As part of the company's rededication to products, Peachtree will introduce three complete window and patio door product lines: the 300 Series, 500 Series and 700 Series. The integrated product lines will make it easy for builders and consumers to coordinate their window and patio door purchases. Dealers will find the new Series system convenient and easy to understand and sell.

The 300 Series will replace the current Image Series of vinyl clad windows.

The all new 500 Series features pine interiors and pre-finished aluminum clad exteriors in five standard colors.

The 700 Series will offer consumers more options in aluminum-clad windows and patio doors in custom shapes, sizes, colors and hard woods.

Peachtree, one of the most recognized door manufacturers in the country, recently introduced improvements to its steel and fiberglass line of entry doors. Both Newport, the popular line of textured and smooth fiberglass entry doors, and Avanti, the reliable steel entry door line, will include 8 foot heights, new frame and sill designs, and all new transom choices. Citadel, the fiberglass patio door line with pre-finished exteriors and oak interiors, will introduce a new locking system. New grille options will be available in the Citadel and Prado patio door lines.

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Reenergized Distribution Support

Peachtree is committing more resources to marketing the brand nationally and supporting its local distributors throughout the country. Efforts will include national consumer and trade advertising, new marketing materials, along with increased public relations support.

Consumer advertising will focus on the brand's easy living characteristics that demonstrate the products are "people friendly" and enhance consumers' environment. Trade advertising will communicate the brand's recommitment to its distribution network and its door and window products.

New brochures are now available for distributors, dealers and builders on the new product lines and Peachtree's rededication to the brand.

Peachtree Doors & Windows has been manufacturing millwork products since 1959. Based in Norcross, Ga., the company has facilities in Gainesville, Ga. and Huntington, W.Va. Peachtree manufactures and distributes wood and composite windows, fiberglass and steel entry doors and patio doors that offer easy living features. Products are sold nationwide through building material dealers. For more information about Peachtree's complete product line, visit www.peachtreedoor.com or call 800/732-2499.

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/Note to editors: For corresponding image, please CD entitled, "Peachtree 2003 IBS News Releases and Photos." Or, you may call Amy Lewis, 651.552.9826/