



FOR IMMEDIATE RELEASE

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LBM Advantage Hires Vice President of Southwest Operations

New Windsor, N.Y.

LBM Advantage, one of the nation's leading lumber and building materials cooperatives, recently announced they have hired Joe Burlison as vice president of Southwest Operations. Burlison has a rich thirty-year history in the lumber and building industry, having served in several key trader and sales roles, including a long period as south-central regional manager at a cooperative. Adding to his strengths are his extensive knowledge of lumber, OSB trading and commodity futures.

Burlison will be instrumental in setting up an LBM Advantage branch office in Houston, TX which will propel the cooperative's strategic plan for continued westward expansion. Both Burlison and Dan Ohmer, Director of Member Sales, will also spearhead the recruiting and hiring of a southwest member sales team. "I am very much looking forward to joining the team and helping lead expansion in the southwest. We will assemble a team of lumber traders and regional sales representatives to complement the current capabilities and build on the current success of LBM Advantage," says Burlison.

LBM Advantage CEO and President Steve Sallah states, "The addition of Joe Burlison to our highly knowledgeable member sales staff will mean dedicated support of our southwest and western members and a keen focus on the addition of new members in the West." "This decision represents a major addition to our national buying power and regional expertise," says Tom Molloy, executive vice president of products and programs.

LBM Advantage is a member-owned forest products and building materials cooperative comprised of the industry's premier independent LBM retailers. Its mission is to provide a competitive advantage for its members by leveraging their collective power. Advantage operates four locations in New Windsor, N.Y., Grand Rapids, Mich., Smithfield, N.C., and Monroe, La., offering national programs with regional expertise.

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