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## AdvanTech® Flooring Wins Quality Brand Leader Award for Eighth Consecutive Year

*AdvanTech flooring receives highest quality rating of any brand included in study.*

**Charlotte, NC (Jan. 9, 2009)** – AdvanTech® flooring has been awarded the #1 Quality Rating in the Oriented Strand Board (OSB) category for the 2008 Brand Use Study by *Builder Magazine*. The 2008 award marks the eighth consecutive year AdvanTech flooring received a 1<sup>st</sup> Place rating. Moreover, AdvanTech flooring received the highest quality rating of any brand included in the study. In all 82 distinct categories were reviewed in the study.

The findings cited in this report are based on a survey by Readex Research, sponsored by Hanley Wood on behalf of their publication, *Builder Magazine*. Data was collected via mail survey from November 7 to December 27, 2007. The survey reflected input from 3,428 builders, builder-developers or general contractors nationwide.

“We are fortunate that builders continue to recognize AdvanTech flooring as best-in-class for quality,” said **Charlie Robinson**, AdvanTech product general manager. “Builders tell us that consistent and reliable performance is one of the most important attributes influencing their purchase decision. We recognize that builders, framers, and finished floor installers cannot afford to have problems with their flooring system. Builders claim that floor squeaks is frequently a major problem with new homeowners. They choose AdvanTech flooring thanks to its superior quality and performance to avoid costly rework or warranty callbacks related to floor squeaks and other issues.”

“We are very happy with our eight-year track record of seeing AdvanTech panels named the leading quality brand of OSB,” said **Scott Long**, AdvanTech assistant product manager. “This award is the result of everyone who touches the brand, from our teams in the plant who make sure we consistently manufacture and deliver a quality product, to the sales teams who tell our story to builders, architects and channel partners. We are confident that builders who try AdvanTech panels trust the product and continue to use it because of its unmatched quality. This survey reinforces our belief. And, with recognition by such a highly read industry publication, it is apparent that AdvanTech flooring continues to deliver as a builder’s flat out best choice for a quiet stiff floor.”