



PRESS RELEASE

TO: Editor in Charge

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FOR IMMEDIATE RELEASE

Hawaii's Premiere Wood Association Promotes Wood Values with New Video

HLEPA Aims to Increase Knowledge to Both Consumers and Building Industry

(Honolulu, Hawaii), August 28, 2007 – The Hawaii Lumber Products Association (HLEPA) recently released a promotional video, "Building Your Home With Wood is Best," designed to educate members of the building industry and consumers of the many benefits of building with wood. Along with a companion brochure, this new facet of HLEPA's ongoing educational campaign will be used throughout Hawaii in efforts to disseminate a variety of little known facts about wood based homes.

The over five-minute video is divided into two sections. The first part covers six distinct benefits to building with wood, including structural integrity, affordability, thermal performance, design versatility and natural energy efficiency. The second half of the video discusses wood's performance as a green building material plus naturally sustainability.

"We are pleased to be able to offer this video as an educational resource to the homebuilders and building trade industry of Hawaii," said Hap Person, President of HLEPA. "The video and its companion brochure help us to fulfill our mission as educators in a simple and easy to understand format. In just minutes the video takes viewers through the basic benefits of using wood as a building material."

The video will be shown at local trade shows throughout the state and also in model homes in which wood is the primary building and framing material. The brochure will be distributed at these events as a supplemental piece to support the information given in the video. The video is also currently available on the HLEPA Web site, located at, www.HawaiiLumber.com so consumers can watch and review the information at their leisure.

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“It is important to emphasize that wood really is the best choice for building in Hawaii,” said Carl Liliequist, President of Honsador and HPLA Marketing Chairman. “We hope that potential home builders across Hawaii will see the video, be drawn in by any one of the many interesting facts on wood building that the video highlights and stop to watch the entire video.”

“Building you Home with Wood is Best,” includes information about why wood is the most green of all building materials and is presented so viewers understand not only that homes built of wood take less energy to produce from raw materials and then build, than any other building material, but also that wood homes are some of the most energy efficient structures today.

The HPLA is comprised of professionals representing the development and construction industry as well as building material producers and service companies. They are committed to the education and promotion of lumber products as the best choice for home construction in Hawaii. To find out more about building with lumber visit www.hawaiilumber.com.

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