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For Immediate Release

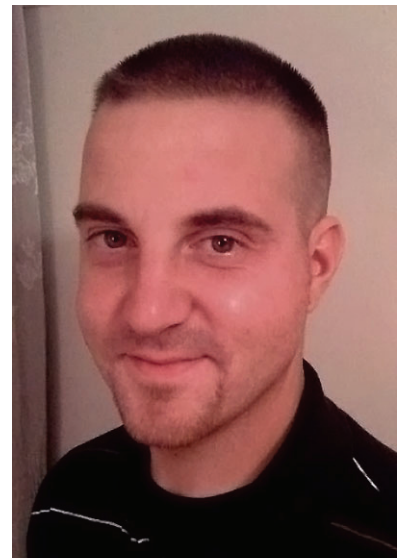
## **FIBERON® ADDS DAN ISOM AS NEW DECKING SPECIALIST**

*Isom joins the composite decking manufacturer to grow relationships with deck builders.*

**NEW LONDON, N.C. (October 13, 2009)**—Fiberon®, LLC, a leading manufacturer of composite decking, railing and fencing and PVC outdoor flooring, has named Dan Isom as its newest Decking Specialist. Isom's territory will focus on deck builders and contractors in the Baltimore, Md. and Washington, D.C. markets.

“This role is directly focused on connecting with deck builders and remodeling contractors, and Dan’s experience and category knowledge make him a perfect fit,” notes Bill Ross, Vice President of Sales for Fiberon. “Alternative decking manufacturers can have attractive pictures and detailed information on their websites, but the face-to-face interaction inherent with this role allows trust to be built with this crucial homeowner influencer.”

Isom brings over 10 years of experience in the product specialist and sales environments, with his most recent role as an Outside Product Specialist at Parksite Group, Inc.’s Baltimore, Md. location providing experience in product knowledge and building strategic partnerships. In his time at 84 Lumber, Isom earned nine “Salesman of the Month” awards. He is actively involved in the Maryland chapter of the North American Deck and Railing Association (NADRA). Isom graduated from Towson University in Towson, Maryland.



Fiberon decking solutions are sold to professional contractors and dealers through a national network of distributors. To learn more, visit [www.fiberondecking.com](http://www.fiberondecking.com) or call 800-573-8841.

### **About Fiberon**

Fiberon, LLC is a leading manufacturer of composite and PVC decking, railing and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. The company was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

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