



FOR IMMEDIATE RELEASE
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“Extreme Makeover: Home Edition” Calls On Alabama Company for the Season Finale

Loxley, Ala. – “Extreme Makeover: Home Edition” has partnered with Edgefield Lumber Company, based in Loxley, Ala., to end its 50-state tour in Katrina-ravished New Orleans. Edgefield Lumber Company is the exclusive distributor and supplier of BluWood for the Gulf South. Deltec Homes will be featured as the lead builder in the show.

“The project was a perfect fit for us,” said Joe Schlenk, president of Deltec Homes. “Extreme Makeover not only needed a hurricane resistant home but one that could also be constructed to strict green building standards, and that is why we chose to build with BluWood. They wanted to build a home for the deserving family that is not only safe but also healthy to live in,” said Schlenk.

Recently featured on previous ABC’s “Extreme Makeover: Home Edition” programs, BluWood is a revolutionary new family of wood framing components with a factory-applied, two-part coating providing powerful protection against moisture absorption and mold growth on the surface of the cured film, plus protection against rot decay fungi and wood-ingesting insects, including Formosan termites. BluWood has a transferable, lifetime limited warranty, ensuring homeowners that their biggest investment is protected long after construction is complete.

“The “green” aspect of building is becoming an important factor in choosing to build with BluWood, as builders are being asked to use products that do not contain chemicals that are potentially harmful to the club or the job site.” said Greg Wells, vice president of sales for Edgefield Lumber. “Awareness about BluWood is spreading faster than I could have imagined. Moisture and mold have always been prevalent problems in New Orleans, so we are very excited to deliver a lumber product to that area that not only controls mold growth, but eliminates the threat of termites and wood rot – safely. There’s simply nothing more effective on the market.”

The seven-day build in greater New Orleans area is the ABC TV show’s last stop on a 50-state tour and will wrap up the show’s season. The build will take place March 8-14 and the episode will air on May 18 as a two-hour show.

Edgefield Lumber Company has partnered with Poole Lumber Company of Covington, La. and Kellet Lumber Company of Metairie, La. to supply and assist in deliveries of lumber for the project.

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For more information about Extreme Makeover: Home Edition in New Orleans, please visit <http://www.extremeneworleans.com>.

For more information about Edgefield Lumber Company and its revolutionary BluWood product, visit www.whyisthishouseblue.com/press.

Today, BluWood is widely available to builders and building material suppliers throughout the United States and Canada. For more information call 800-964-4228 or visit www.build-bright.com.

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About Edgefield Lumber Company

Founded in 2007 Edgefield Lumber Company is headquartered in Loxley, Ala., and offers smart solutions for home builders in the Gulf South region. The company's management includes Mason McGowin III, president, and Greg Wells, vice president of sales. Randell Robinson, former General Manager of Rocky Creek Lumber Company, serves the company's as the production manager.

Edgefield Lumber Company serves the gulf coastal region including Alabama, Mississippi, Louisiana, Arkansas, Tennessee, and the Florida panhandle. With a capacity to treat upwards of 50 million board feet of lumber per year, Edgefield is poised for growth.

As the region's exclusive manufacturer and distributor BluWood, a lumber resistant to mold, moisture, fungi and termites, Edgefield Lumber Company is committed to providing its customers with materials to Build Bright.

About Deltec Homes

Deltec Homes is the nations leading producer of hurricane resistant structures. Deltec has been in business since 1968 and has never lost a home to high winds. Deltec manufactures the structural components for their homes in Asheville NC and ships them all over the world where they are assembled and finished by local labor." For more information on the event, please go to www.extremeneworleans.com or www.deltechomes.com.

About Extreme Makeover: Home Edition

Extreme Makeover: Home Edition, which has won back-to-back Emmy Awards as Best Reality Program (non-competitive), is in its 5th season on ABC. The program is produced by Endemol USA, a division of Endemol Holding. Denise Cramsey is the executive producer; and David Goldberg is the president of Endemol USA.

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