

## **Lanoga Announces New Vice President of Market Development**

**(Redmond, WA August 19, 2002)**

Officials at Lanoga Corporation announced yesterday that George Finkenstaedt had joined the organization as Vice President, Market Development.

In this newly created position, Finkenstaedt will be responsible for leading the development of large builder business initiatives for the Company.

"With the on-going consolidation of larger builders, we need to develop programs that address the specific needs of this growing group of customers," said Paul Hylbert, President and CEO of this 240-unit chain of lumberyards and component plants. "George will be responsible for coordinating the efforts of our four divisions, UBC, Lumbermens, Spenard, and Home Lumber, as we design programs around the requirements of big homebuilders. In addition, George will assist in our efforts to grow profitably through acquisitions which support our big-builder programs."

Finkenstaedt is a 22-year veteran of the building products business. After starting his career on the West Coast with Continental Moulding, George has held numerous positions with Wickes Lumber and Wickes, Inc., from Buyer to District Manager to Vice President Operations and his latest position, Senior VP for Manufacturing and International.

Finkenstaedt grew up in the Midwest and has a BA from Trinity College in Hartford and an MBA from Harvard.