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from True North Log Homes**

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For Immediate Release...

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True North Log Homes Receives Forest Stewardship Council Certification

Bracebridge, Ontario, Canada, March, 2011 - True North Log Homes, the most technologically advanced custom log home manufacturer in the world, has furthered their commitment to lessening their carbon footprint on the environment by becoming Forest Stewardship Council (FSC) certified. True North is the first FSC certified log home

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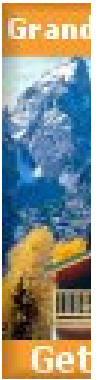


manufacturer who produces a finished product in Ontario, Canada. The certification includes The Rainforest Alliance's SmartWood program and Chain-of-Custody certification. The FSC certification demonstrates True North Log Homes' interest in and awareness of environmental and social standards within the international market, and the importance of enabling consumers and businesses to make purchasing decisions that benefit the environment.

Under the Forest Stewardship Council's umbrella, the SmartWood and Chain-of-Custody program certifications continues to elevate True North Log Homes to a manufacturing leadership role. SmartWood sets the international gold standard for credibility in auditing environmentally and socially responsible forestry. The Rainforest Alliance's SmartWood program offers a diverse set of certification and verification services. This certifies that True North Log Homes will offer FSC certified log walls with their homes.

Additionally, the Chain-of-Custody (CoC) certification verifies True North Log Homes' systems for tracking and handling FSC-certified materials within the company's operations. As the Forest Stewardship Council's site states, "Only FSC CoC certified operations are allowed to label products with the FSC trademarks. The FSC label thus provides the link between responsible production and consumption, and thereby enables the consumer to make socially and environmentally responsible purchasing decisions".

Sustainability has been a priority at True North Log Homes for over twenty-five years. Since the 80's, the company's vision has always been to provide the most efficient log home packages in the industry, allowing clients to reduce costs and eliminate waste by saving valuable resources. True North Log Homes has built a brand that is ecologically mindful of the building processes, products and equipment used, and employees actively participate in sustainability at work, home and in the community.



"True North Log Homes continually looks for new ways to walk more lightly upon the environment, and we are very proud and excited to have become FSC certified," states Robert Wrightman, CEO of True North Log Homes. "This certification permits us to give our customers the gift of a home with minimal environmental impact, and also increases our transparency and diligence working with sustainable foresting practices."

About True North Log Homes: True North Log Homes is the manufacturer of the world's most technologically advanced log homes, at the heart of which is the patented Keylock Air Seal Corner®, which increases a home's efficiency exponentially. True North is the only log home company willing to offer a 25-year warranty against air infiltration, a testimony to the confidence the company has in their log home system. Located in Bracebridge, Ontario, deep in the heart of the ruggedly beautiful Muskoka region, the True North Log Homes story is one of technical innovation, hard work, and a steadfast commitment to being the undisputed leader in the construction of high quality log homes. For more information on True North Log Homes, please call toll free at (800) 661-1628 or visit them at www.truenorthloghomes.com.

About The Forest Stewardship Council: The FSC is an independent, non-governmental, not-for-profit organization established to promote the responsible management of the world's forests. Established in 1993 as a response to concerns over global deforestation, FSC is a pioneer forum where the global consensus on responsible forest management convenes and through democratic process effects solutions to the pressures facing the world's forests and forest-dependent communities. FSC is nationally represented in more than 50 countries around the world. Visit them online at www.fsc.org

True North Log Homes Certificate Code: SW-COC-005163 & License No.: FSC-C102376

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