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For Immediate Release

Viance to Feature Ecolife™ Stabilized Weather-Resistant Wood at 2009 International Builders' Show®

CHARLOTTE, N.C., Jan. 15, 2009 — Viance LLC, the source for Ecolife™ Stabilized Weather-Resistant Wood, will present two exhibits at the 2009 International Builders' Show® to be held January 20 to 23, 2009 in Las Vegas.

The indoor exhibit, which features both Ecolife and Preserve ACQ decking, will be at Booth N2949 in the North Hall of the Las Vegas Convention Center. This exhibit features a grand arbor over a two-level deck, where attendees can see the craftsmanship in the deck design and construction, as well as Viance's preservative solutions D-Blaze® Fire-Retardant Treated Wood and QuanTIM™ Mold-Resistant Wood. Deck carpenter Bob Heidenreich, a nationally published columnist and proprietor of The Deck Store in Apple Valley, Minn., is supervising the construction of Viance's exhibits and will deliver presentations about using Ecolife at the show.

Ecolife™ Stabilized Weather-Resistant Wood comes to *Professional Builder's* "Show Village 2009" (SV09). This venue is always a main attraction at the IBS each year, and is ideally situated outside the main entrance of the Convention Center. The Village features three fully constructed model homes and a new Learning Center for builder seminars. Viance is a key sponsor of the Village this year, and Ecolife Stabilized Weather-Resistant Wood will be displayed prominently throughout the entire area. In addition to decking, railings, steps, ramps and decorative elements being constructed of Ecolife, Viance's exhibit in Show Village 2009 will include a basketball playground area where attendees may compete for tickets to the 2009 Final Four Basketball Championship. Outdoor display areas highlight Ecolife's versatility as a lumber building material (LBM), and how the advanced wood preservative system enables carpenters to configure decks, fences and other structures they're building creatively.

Viance also will be providing three educational seminars at the Show Village Learning Center. Bob Heidenreich will deliver presentations about "Building Creatively with Ecolife" on Tuesday, Jan. 20 and Thursday, Jan. 22; both begin at 3 p.m. On Wednesday, Jan. 21 at 3 p.m., Alan Preston, Ph.D., vice president of research and development with Viance, will deliver a presentation about the "Differences in Today's Treated Lumber Products."

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Ecolife™ Stabilized Weather-Resistant Wood is protected with EcoVance™ Preservative, a high-performance nonmetallic formulation with minimal environmental impact, which earned the first U.S. EPA Presidential Green Chemistry Award in 1996. Ecolife™ Stabilized Weather-Resistant Wood is formulated for above ground applications and includes a polymeric stabilizer to reduce warping, checking, cracking and splitting.

About Viance LLC

Viance LLC provides an extensive range of advanced wood treatment technologies and services to the global wood treatment industry. With an expertise in wood biocides and wood protection chemicals, Viance provides high-level product support to its customers to provide innovative, advanced solutions that improve the performance and durability of wood and wood products. Viance is a joint venture between Rohm and Haas Company and Chemical Specialties, Inc., a wholly owned subsidiary of Rockwood Holdings, Inc. For more information about wood treatment technology and Viance products, visit www.treatedwood.com.

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