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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

GOSSEN INTRODUCES NEW TRAILWAYS DECKING

Milwaukee, WI — March 1, 2012 — Gossen is excited to announce the launch of the new Trailways Decking, making premium cellular PVC available at a popular price. It is available in five rustic colors — Sierra Walnut, Summit Grey, Acorn Brown, Alpine Grey and Shoreline Sand — with an Earthtone core. The unmatched performance of pure cellular PVC means Trailways is exceptionally low maintenance, and its rich hues won't fade in the outdoor sun.

Trailways Decking's Earthtone core is formulated with recycled vinyl, creating natural core color variances similar to a composite...but it's all PVC. Dual extruded with rich, natural colors, the cap and core create a true bond, free from delamination. With no organic fillers, you don't have to worry about mold, mildew or any other moisture damage. Boards will not swell, crack, warp or splinter— leaving feet sliver-free.

Low maintenance and moisture, stain and fade resistant, Trailways Decking is the first step on your path to easy outdoor living. Never again spend hours sanding, staining or sealing your deck. Instead, start creating your own outdoor adventures on your new Trailways Deck.

About Gossen

For over 80 years, Gossen has thrived on innovation. In the 1960s, Gossen became the first company in North America to make cellular PVC products for the building industry. Today, you will find Gossen's high performance, low maintenance products on six continents; supplying customers with decking, railing, mouldings, millwork, trimboards, fenestration and more. Gossen products are beautiful, sustainable and easy to maintain. For more information, visit www.gossencorp.com or "like" us on Facebook www.facebook.com/gossencorp.

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