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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

GOSSEN® CORPORATION PARTNERS WITH GENESEE RESERVE SUPPLY TO DISTRIBUTE DECKING & PORCH BOARD

MILWAUKEE, WI, December 17, 2013 — Gossen® Corporation announces today the partnership with Genesee Reserve Supply, a wholesale distributor of building materials. Genesee Reserve Supply will carry Gossen® Passport and Trailways Decking and Porch lines.

Genesee Reserve Supply has locations in Buffalo and Rochester, NY and will distribute Gossen's Decking and Porch lines throughout Western New York state.

About Gossen® Corporation

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, Sheets and more. Gossen® products are beautiful, sustainable and easy to maintain. For more information on Gossen®, visit gossencorp.com or call 800-558-8984.

About Genesee Reserve Supply

Genesee Reserve Supply, Inc. is a Wholesaler of Building Materials with locations in Rochester and Buffalo, NY. Founded in 1952, the Reserve services over 150 customers in the Finger Lakes and Western New York area with a very large assortment of quality building products. For more information on Genesee Reserve Supply, visit geneseerreserve.com.