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**PRESS RELEASE
FOR IMMEDIATE RELEASE**

GOSSSEN® CORPORATION PARTNERS WITH PEAK SALES & MARKETING

MILWAUKEE, WI, December 18, 2013 — Gossen® Corporation announces today a new partnership with Peak Sales & Marketing, a Midwest based sales and marketing agency specializing in one-step and two-step distribution with support for builders and architects. Peak Sales & Marketing will represent Gossen's full portfolio of products.

"We are pleased to partner with Peak Sales, & Marketing" says Frank Butterfield, Director of Sales, Gossen® Corporation. "Their commitment to the contractor, dealer, and distributor level will enhance the Gossen® brand throughout the Midwest market."

Peak Sales & Marketing is headquartered in Minneapolis, MN and will represent Gossen® throughout Wisconsin, Minnesota, Iowa, North Dakota, South Dakota and Montana.

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 Peak Sales & Marketing

Peak Sales & Marketing represents a variety of quality building product manufacturers in the commercial and residential markets. They market and sell the products through one-step and two-step distribution with support through architect and builder promotion, training, and marketing support. Peak Sales & Marketing provides professional, consistent, and knowledgeable service to their valued distribution partners and their quality manufacturers. Their territory includes Minnesota, Wisconsin, Illinois, Iowa, Nebraska, North Dakota, South Dakota, and Montana. For more information on Peak Sales & Marketing, visit peaksalesmarketing.com.

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