



HARVEY
BUILDING PRODUCTS

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Contact: Andrew Cranin
Strategic Image
(978) 263-6631
arcranin@strategicimagepr.com

**HARVEY INDUSTRIES REBUILDS IDENTITY AND CHANGES NAME
TO *HARVEY BUILDING PRODUCTS***

**Leading Northeast building products manufacturer/distributor launches
2009 service platform — “Your Foundation of Support” — around new corporate identity**

Waltham, MA (March 11, 2009) — In an effort to increase awareness of the company’s breadth of product offering and revitalize its brand, the company previously known as “Harvey Industries” has renamed itself and rebuilt its identity. Based on two years of extensive brand building research, the window and door manufacturer, which also serves as the Northeast’s leading wholesale distributor of a wide range of building products from more than 140 vendor partners, is now known as “Harvey Building Products” and is sporting a brand new logo and revitalized images.

The change was implemented to align Harvey Building Products’ public and trade identity with its comprehensive product portfolio. Long known for innovation and quality in window and door manufacturing, Harvey has also distributed other vendors’ products since its inception in 1961, when it served as a reseller of Alcoa aluminum products for the home. By continually expanding its own window, door, and patio room production capabilities while partnering with some of the industry’s leading manufacturers for products such as siding, roofing and decking, Harvey has evolved into a true full-service supplier of premium building products and materials, which is reflected in its new corporate moniker.

The identity change coincides with a period of continued expansion at Harvey and reflects the company’s optimism about the strength of the building marketplace throughout the Northeast. “We’re confident that our longstanding emphasis on quality products, first-class service and

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Harvey Building Products' New Name

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exceptional value will enable us to continue to grow and succeed, even during this time of economic uncertainty,” said Matt Samson, Harvey’s vice president of marketing. To help communicate and augment the name change to consumer and trade publics, Harvey has launched a 2009 service platform, “Harvey Building Products: Your Foundation of Support.” The platform is anchored by Harvey’s commitment to superior customer service, as demonstrated by the company’s series of free trade shows in 11 markets throughout the Northeast this winter.

Featuring displays of Harvey windows and doors and of various products the company distributes on behalf of its vendor-partners, the Harvey Trade Show series provides an end-to-end exhibition of the wide spectrum of building products Harvey offers contractors today. The one-day shows, which began on February 10 in Wilkes-Barre, Pa., and will conclude on March 24 in Trumbull, Conn., support customers with product training, marketing solutions, raffles and special pricing promotions, as well as a business seminar by acclaimed industry author, speaker and consultant Shawn McCadden, CR, CLC, CAPS, on “Building a Stronger Foundation for Profit.”

“Harvey Building Products is committed to being the best independent manufacturer and wholesale distributor, providing quality products and unmatched service to building and remodeling professionals,” said Samson. “Our new name is designed to both generate homeowner demand for our products, and build awareness among our contractor-customers that we are their full-range supplier of quality building products. From windows to roofing, doors to decking materials, Harvey Building Products represents the only source they need to do the job right.”

Harvey Building Products, a leading manufacturer of windows, doors and patio rooms, and a premier wholesale distributor of quality building products in the Northeast, has been serving professional contractors since 1961. Harvey continues to expand its investment in green product development and manufacturing processes and is an ENERGY STAR partner. A privately held company, Harvey Building Products operates manufacturing facilities, branch warehouses and public product showrooms throughout the Northeast region. For more information, visit Harvey at harveybp.com.