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W. R. MEADOWS, INC. Forms New Subsidiary: Blue Ridge Fiberboard, Inc. to Revive Celotex® Brand

HAMPSHIRE, IL— Construction products industry leader W. R. MEADOWS, INC. today announced the formation of a new subsidiary, Blue Ridge Fiberboard, Inc., to resume the manufacturing of **Celotex®** branded fiberboard products. The company made the announcement following its purchase of Knight-Celotex which filed for Chapter 7 bankruptcy in June of 2009.

According to W. R. MEADOWS' management, Blue Ridge Fiberboard, Inc. is already preparing for the re-opening of the **Celotex®** plant in Danville, VA. Actual manufacturing operations are expected to begin in December. In addition, the re-opening of a second **Celotex®** plant in Lisbon Falls, ME is slated to coincide with growing market demand.

According to chairman, H.G. Meadows, "W. R. MEADOWS, INC. is pleased to be in a position to launch Blue Ridge Fiberboard, Inc. and re-open the **Celotex®** plant in Danville at a time when many businesses are struggling. As an 80-plus-year-old family-owned and operated company, we are equally pleased to welcome back many former plant employees. We know the quality and experience of the workforce will be an important contributing factor to Blue Ridge Fiberboard, Inc.'s overall success."

Meadows is also quick to say that decades-old synergies between W. R. MEADOWS and **Celotex®** helped cement this new relationship. Both companies have long been associated with quality, consistency and innovation in building products: **Celotex®** was originally established in 1920, while W. R. MEADOWS, INC. was founded in 1926 and began doing business with **Celotex®** around 1930.

"The formation of Blue Ridge Fiberboard, Inc. is an extension of W. R. MEADOWS' commitment to providing architects, engineers and contractors with the best quality products possible," said Meadows. "Under the Blue Ridge Fiberboard, Inc. banner, **Celotex®** products such as Structodek® roofing insulation board, SoundStop® fiberboard panels, SturdyBrace® structural wall sheathing and VersaKor® all-purpose fiberboard will continue to offer building professionals the same uncompromising performance they have depended on in the past."

ABOUT W. R. MEADOWS, INC.: Founded by W. R. "Bob" Meadows in 1926 in Elgin, Illinois, W. R. MEADOWS is a family-owned and operated company that has built a coveted reputation for product quality, company integrity and customer service among building professionals in both private and public construction markets. W. R. MEADOWS has multiple branch locations throughout North America and its products are available worldwide.

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