



FOR IMMEDIATE RELEASE

Aetna Plywood Expands Distribution of Wilsonart® Products Into Minnesota

Maywood, IL, December 1, 2012 – Starting January 1, 2013, **Aetna Plywood, Inc.** will offer the complete range of **Wilsonart®** products throughout Minnesota, with a focus in the Minneapolis-St.Paul metropolitan area, and portions of western Wisconsin.

The addition of Wilsonart® decorative laminates, edges, sinks, and adhesives is the latest in a series of product and service enhancements that Aetna has made since establishing its facility in White Bear Lake, MN, just over a year ago.

“Aetna has been a successful Wilsonart distributor in our Midwest markets for 30 years, and we are excited by the opportunity and potential to grow the Wilsonart brand in Minnesota. With the addition of Wilsonart, our Minnesota customers can now take advantage of Aetna’s wide product offering and large inventories for fast, efficient ‘one stop shopping’” says Jon Minnaert, Vice President Aetna Plywood.

“Gregg Pandy, our Minnesota Branch Manager, brings many years of experience and a proven track record in the laminate business to this expansion,” states Minnaert.

About Aetna Plywood. What began as a modest enterprise 75 years ago is now one of the Midwest's largest distributors of wood, wood panels, lumber, laminate, and woodworking hardware. Aetna’s deeply dedicated team of professionals has a long record of delivering excellent service and timely product delivery.

Contact:

Jon Minnaert

Aetna Plywood, Inc

1931 Eleventh Street

Rockford, IL 61104

Phone: 815.968.0921 ext. 2232

jonminnaert@AetnaPlywood.com

Aetna Plywood, Inc.

1401 St Charles Rd, Maywood, IL 60153

Telephone 708.343.1515 website: www.aetnaplywood.com

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For more information, contact:

Aetna Plywood, Inc., www.AetnaPlywood.com

Lee Mullen LeeMullen@AetnaPlywood.com

1401 St. Charles Rd., Maywood, IL 60153

(708) 343-1515

Aetna Plywood – 75 years of leadership and excellence May, 2012 marks the 75th Anniversary of Aetna Plywood, Inc.

Aetna Plywood is a premier regional wholesaler of plywood, lumber, melamine, specialty hardware, decorative surfaces, composite panels, and specialty products serving architectural millwork, kitchen cabinets, store fixtures, office furniture, exhibits, and display segments.

Aetna Plywood distributes in Illinois, Indiana, Wisconsin, Michigan, Ohio, Kentucky and Iowa, and we are excited to announce our newest branch addition in White Bear Lake, Minnesota, servicing Minnesota and North Dakota.

“We are proud to continue a strong tradition of innovation and leadership,” said Larry Rassin, President of Aetna Plywood.

Aetna Plywood has a rich and storied history. Don Davis Sr., Aetna’s first President, was greatly involved with the development and advancement of plywood. Don Davis originated the famous wallboard grade of Douglas fir plywood in ¼ “ 4 x 8 panels, which, for more than two decades, constituted the leading volume item of the industry. This grade became the cornerstone in the mass production of fir plywood. Don Davis developed additional applications including plywood for concrete forms and plywood for automobile floor boards. Don Davis was the first ever to purchase a forty-car train loaded exclusively for plywood from the Pacific Northwest. During World War II, Aetna Plywood was one of the largest suppliers of plywood for PT boats, Air Force gliders, and barracks.

75 years later, Aetna Plywood is one of the United States leading distributors. “We continue to lead our markets because we greatly value our employees, customers, and vendors. We have a strong culture of providing service excellence to our customers,” said Keith Weller, Vice President, “We strive to excel operationally, while providing the highest quality materials from leading manufacturers.”

“We are committed to be at the forefront of our customers’ needs with a consultative selling approach and large-scale, cost-efficient operations,” adds Jon Minnaert, Vice President, “we strongly advocate business integrity and strong relationships, with a healthy mixture of informality and a positive approach with our customers”

“Aetna Plywood will feature special promotions throughout our 75th anniversary year to thank our employees and customers,” states Lee Mullen, Director of Sales.

Corporate Management Team: Larry Rassin, President; Scott Halden, Vice President; Jon Minnaert, Vice President; Keith Weller, Vice President; Lee Mullen, Director of Sales; Gregg Pendy, Minnesota Branch Manager



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Aetna Plywood announces acquisition of St. Croix Valley Hardwoods’ White Bear Lake, MN based Forest Products Division

Aetna Plywood, Inc., a leading wholesale distribution company, today announced the execution and closing of an asset purchase transaction, whereby Aetna purchased the St. Croix Valley Hardwoods (SCVH) Forest Products Division, based in White Bear Lake, Minnesota.

St. Croix Valley Hardwoods is a strategic addition to Aetna Plywood, broadening its market reach to the greater Minneapolis and St. Paul, Minnesota metropolitan area. Aetna Plywood currently services Wisconsin, Illinois, Indiana and portions of Iowa, Ohio, Michigan and Kentucky.

“The SCVH Forest Products Division has, for over 25 years, built a reputation for providing exceptional products and services to the area, making it the perfect complement to Aetna Plywood,” according to Jon Minnaert, Aetna Vice President. “By expanding our presence in the greater metropolitan Minneapolis and St. Paul region, customers in the area now can take advantage of Aetna’s much larger inventories of a much wider product assortment. These include hardwood plywood, hardwood lumber, solid surface, particle board, MDF, melamine, and hardware to a variety of market segment manufacturers including cabinet and case good, store fixture, countertop, office and residential furniture, exhibit, and architectural millwork.”

To simplify business operations after this acquisition, the SCVH Forest Products Division will be re-branded as Aetna Plywood. St. Croix Valley Hardwoods’ Luck, WI facilities are not included in the acquisition.

About Aetna Plywood. What began as a modest enterprise almost 75 years ago has today become one of the Midwest’s largest distributors of wood, wood panels, laminate, solid surface and woodworking hardware. Aetna’s deeply experienced and dedicated team of professionals have a long track record of delivering service excellence and timely product fulfillment. The company’s financial strength enables Aetna to service the inventory and accounts receivable needs of markets, even during periods of steep downturn.

For more information, visit www.aetnaplywood.com.

Forest Products Division

4250 Otter Lake Road, White Bear Lake, MN 55110

Phone 651-407-2800 Fax 651-407-2801