

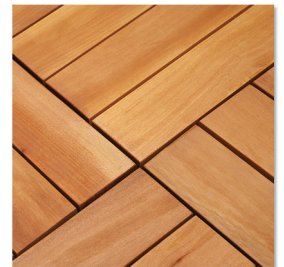
BuildDirect Media Kit

What is BuildDirect?

BuildDirect is the world's leading online wholesaler of building materials. Since its start in 1999, the company has established a reputation for offering the highest quality building supplies at the lowest pricing possible. BuildDirect got its start by looking at the building supplies and shipping industries from a different point of view. They began by partnering together with some of the best manufacturers in the world and negotiating prices that include ONLY the cost of manufacturing – nothing more – so BuildDirect could pass these savings directly on to their customers including distributors, builders, contractors and retailers. Even do-it-yourselfers who meet BuildDirect's minimum order requirements can buy through BuildDirect.



BuildDirect ships door to door, just in time, without the extra costs of warehousing by utilizing a proprietary logistics system that takes the risk and hassles out of shipping and ensures optimal routes and modes of transport every time. BuildDirect's quotes are firm and include everything – no hidden delivery fees or handling charges.



Finally, BuildDirect imposes the highest standards on manufacturers all over the world, ensuring customers get no surprises and the product they receive is always what was promised. BuildDirect's dedicated customer service centre can either be contacted by phone or online and ensures customers are 100% satisfied with their orders and that they can receive the product support they need.



The result: BuildDirect has become the single-most cost efficient distribution channel for building supplies and one of the fastest growing building products companies in the world, doing business in over 60 countries worldwide.

For more information visit our online media centre at www.builddirect.com/newsroom or contact David Brodie at 604-647-2911 or media@builddirect.com

BuildDirect Fact Sheet

- BuildDirect eliminates costs by having manufacturers focus only on their core competency—producing the highest quality building materials - while BuildDirect focuses on what we do best: sales, marketing and logistics. Working together we offer our customers the best pricing possible.
- BuildDirect’s leading edge automated online ordering and tracking system optimizes shipping routes giving high volume buyers the lowest freight rates and providing the final price and delivery dates for products before ordering.
- BuildDirect offers a quality controlled product supply and long term administrative and warranty support.
- Samples of BuildDirect products can be ordered free of charge in advance of purchasing, ensuring buyers know exactly what they will be getting. Customers only need to pay the shipping costs to receive their samples.
- All BuildDirect products can be purchased online at www.builddirect.com or by calling customer service representatives toll free in North America at 1-877-631-2845 or worldwide at +1-604-662-8100.
- BuildDirect has become the first building supplies company that allows customers to place unbiased product reviews directly on their website. All reviews received for a product are displayed regardless of rating. Comments are not edited except to eliminate inappropriate language.
- High volume repeat buyers make up a significant portion of BuildDirect’s sales. BuildDirect often works together with these types of buyers to offer their own exclusive private label products.
- BuildDirect offers secure online ordering of all of their products and their website receives over 400,000 visits per month.
- BuildDirect’s current top selling product is their environmentally friendly Yanchi line of Bamboo Flooring.
- BuildDirect’s products are delivered directly to a customer’s doorstep be that a warehouse, worksite, retail outlet or residence.
- Anyone can purchase products from BuildDirect; there is no membership or annual fee required. Buyers only need to be able to purchase the minimum quantity - which is a pallet load for most products - so even home renovators can enjoy the significant savings available through BuildDirect.

The BuildDirect Story

It all started eight years ago with a conversation around the kitchen table. BuildDirect founders Jeff Booth and Rob Banks had been friends for more than 20 years. They played hockey together and had gone to high school together. Rob was building his career as a financial planner while Jeff had carved out a successful career for himself working in construction and real estate development.

It was after Jeff took a few months off to travel to Indonesia, Nepal and India that the two friends started talking about their desire to do more. “With our business experience we knew that we had the tools we needed to build a successful company. We set out to build a legacy company that we could be proud of,” said Booth.

For Booth, the business model was clear. “The building products industry is one of the most fragmented industries in the world. There are literally millions of manufacturers out there and because it is such a fractionalized industry, you end up with many layers between the manufacturer and the end customer, all of whom are looking to build a profit into their pricing.”

It all happened one weekend

It was with this idea in mind that the two friends sat down at the kitchen table to build their business plan over a weekend. The business plan centered on offering customers high quality building products at the lowest price possible by shipping products directly from manufacturers using BuildDirect’s proprietary shipping and logistics software. The company provides all warranty support and customer service, allowing customers to order either online at www.BuildDirect.com or directly from a customer service representative by phone, fax or email.

Building a whole new way to sell building products

The privately held company has now become one of the largest online sellers of building products in the world. The company is doing business in over 60 countries, and has a workforce that speaks 22 different languages to help serve their global customer base.



Rob Banks
Executive Vice President,
Sales

Jeff Booth
President & CEO

The BuildDirect Story

“We have been able to build the business into what it is today because of the unique advantages we offer to both manufacturers and customers,” said Booth. “For manufacturers, we are able to take on all of the costs and work associated with branding, logistics, and marketing for their products internationally, while for volume buyers, we provide unrivalled customer service, the best quality and pricing together with integrated on-time logistics.”

After seven years the business continues to grow and change. BuildDirect’s current product lines include flooring, tile, roofing, countertops and decking. While the U.S. market accounts for 75% of their sales, their global reach continues to expand.

For more information or interview inquiries, please contact:

David Brodie
(613) 647-2911
media@bulldirect.com



Company Founders Jeff Booth and Rob Banks



Jeff Booth

Jeff Booth is the President, CEO and co-founder of BuildDirect. Before co-founding BuildDirect, Jeff's professional business background included seven years senior management in the real estate and construction industries. At the helm of BuildDirect - an enterprise to which his long-term commitment is dedicated - Jeff has taken the company from idea to articulated vision and on to commercial success.

In 2005-06 he held a seat on the Conference Board of Canada's Roundtable on Innovation. He is an active member of the international Young Presidents' Organization, and a frequent speaker to industry groups throughout North America. Jeff also makes time to lecture in business courses at the University of British Columbia and Simon Fraser University in Vancouver, Canada. He is a dedicated husband and father who is committed to life-long learning and to creating value in all his endeavors. Born in Saskatchewan, Canada, Jeff grew up in Richmond, British Columbia where he first met company co-founder Rob Banks. He worked as a home builder and real estate developer prior to starting BuildDirect.

Jeff and his wife Kelly continue to live in Richmond together with their children Kennedy and James.

Company Founders Jeff Booth and Rob Banks



Rob Banks

Rob Banks is the Executive Vice President and co-founder of BuildDirect. Rob had 11 years management experience in finance and business development before co-founding BuildDirect in 1999. He initially acted as BuildDirect's Chief Operating Officer, managing the Company's early capitalization and overseeing startup operations. He now serves as BuildDirect's EVP of Sales, and is a Director and Officer of the Company.

In addition to his role as EVP Sales, Rob solidified BuildDirect's relationships with suppliers in multiple product lines, negotiating pricing, quality, and sales agreements on products now dominant in their market segments.

Prior to starting BuildDirect he was the Vice President Responsible for Strategic Planning and Marketing of an American environmental product company and had served as a financial consultant co-managing a multi-million dollar investment portfolio within a major Canadian financial institution.

Born in Richmond, British Columbia, Rob studied Financial Management at the BC Institute of Technology. Rob and his wife Lisa have two children, Kaylee and Troy.