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Contact: Angie Casey 334-585-2291

YELLAWOOD® LAUNCHES “BULLISH” BRANDING CAMPAIGN

ABBEVILLE, AL, February 1, 2010—Great Southern Wood Preserving, Incorporated (Great Southern Wood), the nation’s largest producer of pressure treated pine under the YellaWood® brand, today launched an integrated branding effort that utilizes a sweepstakes, television advertising, outdoor, point-of-sale, social media, two Web sites (yellawood.com and yellafella.com), pay-per-click advertising, online banner advertising, search engine optimization, and a unique interactive online game.

The innovative campaign is thought to be one of the most comprehensive of its kind ever undertaken in the building products category and comes on the heels of a year (2009) when U.S. housing starts fell almost 40%.

The effort is built around an eight-week television campaign that will air in 35 markets throughout the Southeast and parts of the Midwest and Southwest. Campaign creative will extend, for a second season, the company’s memorable “Cliffhanger” series, a suspenseful progression of television spots in which Yella Fella, central character in the serial plot, saved the mythical town of Rotwood from villains and decay. In this year’s opening week, set to air February 1-7, Yella Fella returns to the rebuilt Rotwood that has changed its name to Yellarado.

“We’ve taken the position that now is not the time to walk away from the values and practices that have gotten us where we are today,” said Jimmy Rane, chief executive officer of Great Southern Wood, who also stars in the commercials as the authentic and affable hero Yella Fella. “We are building on a very successful first season with a few new twists we think will engage our customers like never before.”

The television spots were shot on location in Moab and Monument Valley, Utah and Mescal, Arizona. Moab was the site of many John Wayne classics as well as such recent movies as *Geronimo*, *City Slickers II*, and *Thelma and Louise*. Legendary Western movie director John Ford filmed numerous scenes at Monument Valley, which features some of the most panoramic and photogenic landscape in the world. *John Ford Point*, a well-known spot overlooking the majestic valley, is featured prominently in the YellaWood® Cliffhanger campaign. The Mescal Western Movie Set outside Tucson, site of many of the scenes in the ad series, was the backdrop for countless well-known Hollywood classics including *The Quick and the Dead*, *Tombstone*, *The Outlaw Josie Wales*, among others.

Among the other notable aspects of the campaign is a custom-produced interactive shooting gallery game called *The Shoot Down* on the www.yellafella.com website, where visitors can try their hand at shooting down such “Old West” icons as cowboy boots, saloon piano, can of beans, spittoon, and a bottle of moonshine in an effort to open a stagecoach strongbox. The game was produced in vivid high resolution at 1000 frames per second, whereas standard video is shot at 24 frames per second.

Again this year, Great Southern Wood has added the element of a sweepstakes, this year bearing the title “YellaWood® Backyard Bonanza” in which website visitors can win one of more than 1400 prizes totaling over \$77,000. In addition to the grand prize, there will be instant-win hourly and weekly prizes.

About Great Southern Wood Preserving, Incorporated--Great Southern Wood was founded in 1970 in Abbeville, Alabama. In recent years, the company has become known as the industry's leading producer of pressure treated lumber products for D-I-Y retail home centers, pro dealers and other retail building-related segments. Perhaps best known for its YellaWood® brand products, the company also produces a wide variety of building products. In addition to a plant in Abbeville, other company facilities are located in Columbus, TX; Mt. Pleasant, TX; Buckner, MO; Glenwood, AR; Conyers, GA; Jesup, GA; Muscle Shoals, AL; Mobile, AL; Brookhaven, MS; and Sumter County, FL.

For additional information about Great Southern Wood, please visit www.greatsouthernwood.com.

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