

Jan. 19, 2004

Contact: Amy Lewis
Peachtree Doors & Windows
651.552.9826
alewis@visi.com

**2004 International Builders' Show
Booth #4419**

PEACHTREE UNVEILS NEW WEB SITE TO HELP CONSUMERS SELECT ENTRY SYSTEMS, WINDOWS AND PATIO DOORS

New Site Includes Wealth of Resources for Editors

GAINESVILLE, Ga. – Every company has a story to tell – about its history, its products and the employees who make it tick. Peachtree® Doors & Windows brings this story to life through its completely new web site at www.peachtreedoor.com. The first phase of the site launches this month with extensive product information and photography, details on Peachtree's easy living features, complete product brochures to download, and contact links to customer service and human resources.

The new site is extremely approachable, helping reduce homeowners' intimidation of the purchase process, according to Chris Brown, Peachtree national sales manager. The website features expanded tutorials, "Windows 101," "Patio Doors 101" and "Entry Doors 101," to help consumers understand styles, terminology, and features to consider when choosing windows, patio doors or entry door systems. Frequently Asked Questions, in the Customer Service Section, further clarify factors influencing purchase decisions.

"We've tried to take some of the confusion out of the selection process through clear, concise communications," Brown said. "Consumers will be able to easily pick and choose window, patio door and entry door styles and configurations for every opening in

(more)

their home just by spending a few minutes at peachtreedoor.com. Even if they don't buy from Peachtree, homeowners will find this site valuable. Future content will make the site even more helpful for homeowners who are building, remodeling or even redecorating.”

The new site has hundreds of photos and descriptions of Peachtree's entirely new product lines. The web site will take homeowners through an interactive process that reviews each factor to consider when choosing windows, patio doors or entry doors. For example, homeowners can indicate they want a double hung window. The web site will then ask if they want a vinyl clad, aluminum clad or primed wood double hung. The system will review the various hardware, grille, and glazing options, and even specialty shapes and sizes. When they're done, the consumers will have identified products for every opening in their home – designed to their liking.

In addition to the interactive product section, the site highlights the advantages of buying Peachtree products—performance, comfort and beauty. Peachtree's windows, patio doors and entry doors are virtually maintenance free and all are made from quality materials built to last. Technology advancements such as EasyCare™ glass, Aller-guard weatherstripping and warm-edge spacer systems further increase the quality, convenience and energy efficiency of Peachtree's products. Multi-point locking systems, reinforced strike plates on entry and patio doors and tempered glass on entry door systems provide security and peace of mind in fierce weather conditions. Options including grilles, simulated v-groove glass, brickmould in several profiles and five standard aluminum clad colors bring beauty and character to any home.

Throughout the site, visitors are introduced to a few of the Peachtree employees dedicated to making high quality windows and doors, and pleasing consumers after they purchase Peachtree products.

(more)

Future Expansion

Peachtree will continue to add content, photos and features to the site. Phase II will include dealer content such as rough opening sizes, product specifications, and configurations; marketing information; and order entry, status and confirmation.

Homeowners will find a calculator for determining the energy efficiency of new windows based on size and glazing options. Phase III will include maintenance tips and interior design suggestions.

The website is just one of the ways Peachtree markets the brand and supports its local distributors throughout the country. Other marketing support has included national advertising in consumer and trade magazines and new product literature.

Peachtree Doors & Windows has been manufacturing millwork products since 1959. Based in Gainesville, Ga., the company also has manufacturing facilities in Huntington, W. Va. Peachtree manufactures and distributes aluminum clad and vinyl clad windows, and fiberglass and steel entry doors and patio doors that offer consumers easy living features. Products are sold nationwide through building materials dealers. For more information about Peachtree's complete product line, visit www.peachtreedoor.com or call 800.732.2499.

###

/NOTE TO EDITORS: Peachtree's new website has an expanded press room, where you can request a press kit, find archived news releases and download both high and low resolution product photos.

For a corresponding image, please visit www.peachtreedoor.com, see the CD entitled "Peachtree 2004 Media Materials," or contact Amy Lewis, 651.552.9826 or [alewis@visi.com/](mailto:alewis@visi.com)