

**FOR IMMEDIATE RELEASE**  
**March 31, 2004**

**ALURE HOME IMPROVEMENT WINS AWARD FROM NATIONAL  
BUILDING PRODUCTS MANUFACTURER**

**Akron, Ohio – For the third consecutive year, Alside presents Alure Home Improvement with special recognition as the recipient of their Award of Excellence.**

**The Award of Excellence is granted to companies who demonstrate an exceptional level of expertise, excellence and professionalism in their use of Alside building products.**

**“This award is a tribute to Alures’s quality of workmanship and their commitment of partnership with their customers,” said Duane Steinroeder, Alside Territory Manager.**

**“Alure’s dedicated effort of their management and employees, give homeowners an excellent value in their home improvement needs.”**

**Alside is a pioneer in the development of high quality, innovative exterior products for both new construction and remodeling applications. In addition to its distinguished line of premium vinyl siding and accessories, key products also include low-maintenance vinyl windows, garage doors, vinyl decks and fencing.**

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