<u>Press Release: The Wood Foundation Launch</u>

Embargo: 8 September 2010

Launch Of The Wood Foundation Promotes Green Building in South Africa

In support of green building practices and the transformation to a greener built environment, South Africa's first official Wood Foundation has been launched to promote the generic uses of wood as one of the few genuinely renewable building materials grown in sustainably managed forestry plantations.

Preliminary work, undertaken by a committee of industry representatives, began in 2008 under the banner of the "Timber Marketing Forum". This body was formalised and officially constituted in June 2009. Shortly thereafter, the "Timber Marketing Forum" was rebranded as "The Wood Foundation", which was seen to be more inclusive and presented an opportunity to promote wood throughout the value chain, from the grower through to the home owner.

The Founding Association Members of The Wood Foundation comprises key industry leaders namely Forestry South Africa, the Institute for Timber Construction, Sawmilling South Africa, the South African Utility Pole Association, the South African Wood Preservers Association, the Thatchers Association of South Africa and the Institute of Timber Frame Builders (formerly the Timber Frame Builders Association) and one Affiliated member, the Department of Agriculture, Forestry and Fisheries.

Chairman of The Wood Foundation, Gerard Busse, said, "Our primary objectives are to promote and encourage the growing of trees and use of wood and wood products, to educate and reinforce the awareness of the attributes of wood as a preferred structural material, to promote wood as a naturally renewable and environmentally friendly product and to reinforce the wood "brand" through awareness activities in various markets within and outside the borders of South Africa".

Wood has always been a preferred building material, but at a time when environmentalists are asking homebuilders to make educated decisions about the materials they use, it is becoming an ecologically sound choice for construction as well. More than 90% of the homes in North America are constructed from wood for the reasons that wood is plentiful, beautiful and renewable.

Furthermore, the use of wood building products is beneficial to the advancement of modern forest management practices. Demand for forest products creates a similar demand for sound forestry practices, assuring that the natural resources continue to be sourced from well-managed land and encouraging the responsible management of our natural resources.

Wood is one of the few genuinely renewable building materials that can be erected with less impact on the surroundings, since lighter weight construction machinery, equipment and tools are used. Of all mainstream-building products, wood scores the lowest in terms of its carbon footprint impact. Another important concept when talking about trees is their ability to assist in the fight against global warming, referred to as the "Carbon Cycle". Once a wood product has reached the end of its useful life in one application, it is often recycled for secondary material, thereby extending the carbon sink process even further. These properties mean that the higher the proportion of wood used in the construction of a building, the lower its carbon footprint.

The launch of The Wood Foundation comes at an opportune time with a growing demand for green building practices and the implementation of energy efficiency legislations such as Green Star SA and the South African National Standards 204. To find out more about the services and role of The Wood Foundation, visit the website on www.thewoodfoundation.co.za

/ends.

Flagship PR on behalf of The Wood Foundation

Contact: Lee Jarrett Telephone: 031-202-8401 Email: lee@flagship.co.za