

FOR IMMEDIATE RELEASE

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SOFT-LITE ANNOUNCES NEW REGIONAL SALES MANAGER

New manager brings 30 years of window and door experience to Soft-Lite's sales force.

(Streetsboro, Ohio, May 14, 2010) Soft-Lite, L.L.C. ("Soft-Lite") announces the addition of Mike Schindler, their new Regional Sales Manager covering the territory of Indiana, Kentucky and Tennessee. Mike comes to Soft-Lite from the PlyGem Window Group.

Mike has 30 years of experience in windows and doors and has worked within the industry at all levels of the business. Mike has held positions in retail, wholesale, and manufacturing, as well as co-owned his own window and door company in Louisville, KY for 4 ½ years. In addition, he has a BS degree in Marketing from Morehead State University in Morehead, KY. Mike's broad experience and training have given him a unique understanding of all facets of the window and door business. Already, it is apparent that his breadth of knowledge is benefitting both his dealer and distributor customers.

"I am extremely happy to join the Soft-Lite family and look forward to continued growth of both our name and stature within the industry and our footprint within my sales territory," said Mike after joining Soft-Lite. Mike lives in Crestwood, KY with his wife of 26 years, Tina, and his five children Caitlin, Shelbi, Taylor, Cody, and Jared.

Soft-Lite is a vinyl replacement window and door manufacturer headquartered in Streetsboro, Ohio. The company is a five-time winner of the Window and Door Crystal Achievement Award and is also a recipient of the Friedman Corporation Customer Appreciation Award, the Window & Door Top 100 Manufacturers recognition, and the Door and Window "Companies to Watch" recognition. For more information, visit www.soft-lite.com

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