

## Mike Holmes Makes it Pink

**Calgary, AB—March 14, 2012**—PinkWood Ltd. is proud to announce The Holmes Group's support of PinkWood's family of products. Mike Holmes is lending his public appeal to endorse PinkWood's fire, mould and moisture resistant PKI I-joists, lumber and sheathing, fire rated PK Fireboard, and Pinkshield 5000 intumescent paint.

"PinkWood helps protect a home's structure against moisture and mould," stated Mike Holmes. "It also helps reduce the spread of flames in case of fire. That's smart. As a builder, it makes sense to use PinkWood."

Holmes Approved Home builders provide those purchasing a Holmes Approved Home with the option of upgrading to PinkWood for their home's construction.

"We are very pleased to have the endorsement of Mike Holmes," stated Blair Nutting, Vice President of Sales and Marketing for PinkWood. "He is a well respected contractor with a great deal of experience in solving problems that plague wood frame construction. His support will help us reach homeowners who are unaware of the problems that moisture can cause on structural wood products, both during construction and after the home is built," added Nutting.

Mike Holmes is continually working to improve the industry by raising building standards. This includes incorporating premium products into home building and renovation practices.

"When we use PinkWood products we create safer living environments for homeowners," added Holmes. "And that's something I can stand behind."

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### About PinkWood

PinkWood Ltd. is an I-joist and coating manufacturer based in Calgary, Alberta, Canada. They factory coat I-joists, sheathing and lumber with their non-toxic, low VOC, mould, moisture and fire resistant coating. They also manufacture an intumescent and mould resistant coating available to painting contractors and "do-it-yourselfers."

