



FOR IMMEDIATE RELEASE

East Teak Launches New Website

New Site Supports Expanded Branding and Marketing Campaign

DALLAS – November 1, 2006 – East Teak Fine Hardwoods, Inc., the industry leader in First European Quality teak lumber and other fine hardwood products, announces the introduction of its newly re-designed Website.

Still located at www.eastteak.com, the new Website was designed to target East Teak's growing customer base in the architectural and design community while serving as a resource for both commercial and residential projects. The new site will provide visitors with an engaging and informative place to learn about East Teak and its products.

"Since we have developed a new branding campaign with a fresh look, we knew how important it was to integrate that strategy into our Website and be the best in the business," said Matt Mladenka, marketing and sales director for East Teak. "East Teak now sets the bar for the level of beauty and content of a Website in our industry.

The new site communicates decision-making information such as who East Teak is, what products and resources the company offers, where applications for these products are best suited and how customers can order East Teak's products.

Visitors to the site can also benefit from the addition of a hardwood care guide and installation guide, designed to help educate customers before and after they make their purchases. There is also an extensive product inventory guide which will educate customers on which woods will best suit their project and design needs. East Teak's product line is also prominently featured throughout the site with both photography and technical information.

A newly added feature is a project gallery, which provides detailed descriptions and images of East Teak-related projects in locations throughout the world.

“We created the new East Teak site to bring our customers the most interactive and informative means of learning about our company and the various products that we offer,” said Mladenka. “As we continue to brand East Teak as the leading provider of fine hardwoods from around the world, the Website will be a critical tool for keeping East Teak in front of customers.”

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Founded in 1972, East Teak Fine Hardwoods, Inc. is the leading importer of the high grade teak lumber, and other fine hardwood products used as decking, flooring and cabinetry in the construction of yachts, hotels, resorts, office buildings and luxury homes. From its facilities in South Carolina and Washington, East Teak serves the architectural, up-scale residential, commercial construction, hospitality and boating industries throughout the United States, the Caribbean and Canada. More information can be found at www.eastteak.com.

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