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**Ecolife™ Stabilized Weather-Resistant Wood Featured on  
ABC's Extreme Makeover: Home Edition on Sunday, May 16**

Viance's Ecolife™ Stabilized Weather-Resistant Wood is among the products featured in the upcoming May 16 episode of ABC's Extreme Makeover: Home Edition. According to Viance's Director of Marketing Chris Kollwitz, Ecolife was used in the construction of the home's deck, handicap ramp and playground area. Full details of the build will be unveiled when Extreme Makeover Home Edition airs, on Sunday evening, May 16, 2010, on ABC at 8:00 p.m. Eastern/7:00 p.m. Central time, Kollwitz confirmed.

A deserving family

The May 16 episode of Extreme Makeover: Home Edition profiles the Williams family of Pine Mountain Valley, GA. Jeremy Williams, the young father in this episode, is a successful local high school football coach who was diagnosed with ALS or Lou Gehrig's disease in 2008. This fatal, progressive disease affects nerve cells in the brain and spinal cord and interferes with the brain's ability to control muscle movement. More than half of those affected with ALS live three to five years after their diagnosis. The timing of this particular episode, however, is serendipitous in that May is also ALS Awareness Month. Its airing on May 16 will draw national attention to Jeremy's story and the need to find a cure for this disease.

A beautiful deck that's made to enjoy

The Deck Store crew from Apple Valley, Minnesota was among those who volunteered its services on the deck construction portion of the project. Coordinated by Bob Heidenreich and Justin Mars, the Deck Store coordinated the design and construction of a beautiful outdoor living environment for the Williams' new home with the Extreme Makeover: Home Edition Design Team. The deck surface was stained in a rich cedar color, and the handrails and arbor were stained in mahogany. Materials for the deck were pressure treated with Viance's Ecolife Weather-Resistant and Wood Stabilizing preservative treatment solution by Sunbelt Forest Products of Bartow, Florida, and delivered to the home's building site in Georgia. Ecolife's easy-to-paint (or stain) light color was the ideal decking choice for the home's low maintenance, eco-friendly deck.

MORE



Used for decking and fencing, Ecolife is a premium wood protection and preservative system which includes a built-in wood stabilizer that reduces cracking, checking and warping, leading to excellent long-term weathering performance which reduces deck maintenance. Ecolife is a standardized wood preservative by the American Wood Protection Association (AWPA), and was the first decking product to receive the NAHB Research Center National Green Building Certification as a **“Green Approved Product,”** eligible to contribute points toward certification of a building under the National Green Building Standard™.

#### A one-of-a-kind construction

Palm Harbor Homes, Inc. and its wholly-owned modular home subsidiary, Nationwide Homes, Inc. (“Nationwide”) provided ABC’s Extreme Makeover: Home Edition with a single-story, energy-efficient modular “dream” home. This is the first time the television program has featured a home built with modular construction during its intense one-week build time. The Williams’ family home was built at Nationwide’s production facility in Martinsville, Va. and transported to Pine Mountain Valley, Ga. There, the team and hundreds of volunteers had just 109 hours to build the home on site. The home is expected to have an ENERGY STAR qualification and the National Association of Home Builders Green Certification.

**The episode of ABC’s “Extreme Makeover Home Edition” featuring the Williams family and their new Ecolife Deck airs on Sunday, May 16 at 8 p.m. EST.**

#### About Viance LLC

Providing an extensive range of advanced wood treatment technologies and services to the global wood treatment industry, with an expertise in wood biocides and wood protection chemicals, Viance LLC is an industry leader in the development of advanced greener building material solutions that improve the performance and durability of wood and wood products for sustainable building. Viance is a joint venture between Rohm and Haas Wood Treatment LLC and Chemical Specialties, Inc., a wholly owned subsidiary of Rockwood Holdings, Inc. For more information about Viance wood treatment solutions, visit [www.treatedwood.com](http://www.treatedwood.com) or call 1-800-421-8661.

For more information about the Nationwide Home built for the Williams family, please visit <http://www.nationwide-homes.com/extreme/>

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