



CORPORATE NEWS RELEASE

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FOR IMMEDIATE RELEASE

Richlite Completes Development of Company's First North American Sales Force

TACOMA, Wash. (Sept. 24, 2003) – Richlite Corp., manufacturer of paper-based Richlite countertop materials, recently completed the hiring process for its first sales rep force covering the U.S. and Canada.

The new rep team includes: **Brandis Gray** with Seattle-based Jaxon, covering Alaska, Idaho, Oregon and Washington; **Jim Ryder** with Arrondi Marketing in San Clemente, Calif., covering California, Hawaii, Nevada, Arizona and New Mexico; **Dick Bauer** with Meadowcreek Sales Corp. in Denver, covering Colorado, Utah, Wyoming and Montana; **Robert Rabe** with Nu-Tek Sales, Inc. based in Minneapolis, Minn., covering Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas, Missouri and Iowa; **Kyle Terral** with Texarkana, Texas-based Terral & Associates, covering Texas, Oklahoma, Arkansas and Louisiana; **Scott Dresner** with Progressive Design Group in Royal Oak, Mich., covering Michigan, Illinois, Indiana, Ohio and Kentucky; **Don Jorgenson** and **Rod Daily** with Cabinet Masters Marketing in Londonderry, N.H., covering Maine, Massachusetts, New Hampshire, New York, New Jersey, Pennsylvania, Vermont, Rhode Island and Connecticut; **Chris Donaghy** with Kitchen Brokers, LLC in Mason Neck, Va., covering Delaware, Maryland, Virginia, West Virginia, Washington, D.C. and North Carolina; **Karl Harte** with Harte Interprises in Winston, Georgia, covering Alabama, Florida, Georgia, Mississippi, Tennessee and South Carolina; and **Jim Rafferty** with Designer's Choice in Calgary handling distribution for all Canadian provinces.

Richlite Corp., founded in 1943 has produced paper-based composites for the aerospace and industrial markets since the 1950s. The same material is used by Boeing for tooling purposes, by the marine industry as a boat building material, as a skateboard ramp surface in the world's leading skate parks, and as a sanitary cutting and food prep surface used by the commercial food industry. Architects and designers discovered Richlite materials in 2001 and started creating countertops out of the durable, natural-looking material for high-end custom homes, office reception areas and restaurants.

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“Richlite sales are soaring due to the look, composition and strength of the material ,” said Don Atkinson, Richlite sales and marketing director. “Our new reps are opening a lot of eyes and bringing new excitement to a tired market. Architects, designers and builders like Richlite because of its environmental story, its natural and warm ambience and durability proven over the past 40 years.”

Richlite sales for the kitchen, bath and design markets have dramatically increased over the past six months. With its new sales team in place, the company is adding on average more than two new dealers per week..

To contact a Richlite sales representative or to find out more information about the product, including Richlite’s new hemp-based surface material, visit richlite.com, call 800-383-5533 or e-mail info@richlite.com.

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