



FOR IMMEDIATE RELEASE

VICWEST Building Products partners with Jim Caruk, Master Contractor, HGTV Host, Editor-in-Chief of *Renovation Contractor* magazine, Founder of Renos for Heroes and Build It Yourself Learning Centres

Jim Caruk signs category-exclusive endorsement agreement with
Vicwest Building Products

OAKVILLE, ON, April 8, 2014 /CNW/ - Vicwest Building Products, a division of Vicwest Inc. (TSX: VIC, VIC.DB, VIC.DB.A), ("Vicwest") today announced that it has entered into a three-year association with Jim Caruk, Master Contractor, Editor-in-Chief of award-winning magazine *Renovation Contractor*, founder of Renos for Heroes, and host of HGTV's *Real Renos* and *Builder Boss*. The agreement between Vicwest and Jim Caruk involves a category exclusive endorsement of Vicwest branded building products.

"We are very pleased to have the endorsement of Jim Caruk for our products," says Paul Lobb, President and General Manager of Vicwest Building Products. "Jim's well-established reputation as a contractor and his public personality will help us to reach contractors and homeowners who may be unaware of the long-term savings and benefits of metal roofing as an investment for their homes as well as its environmentally sustainable qualities when compared to other building materials," added Lobb.

"In my job, it's important that you use first-class materials. So I'm very pleased to be the brand ambassador of a product that allows me to bring innovation and credibility to the projects I work on," says Caruk.

"It's sustainable, made in Canada, pays for itself quickly and then lasts forever and, with product lines like Summerside and Granite Ridge, you can find a style to suit any neighbourhood," says Caruk. "Homeowners and contractors alike need to be educated about alternative roofing materials such as these."

As well, Caruk is happy to be involved with the Vicwest Partner Program. This new program, which launches in the spring, will help connect homeowners with local installers, and provide installers with marketing and sales support.

In addition to his participation in integrated media campaigns, editorial, and promotions for the product lines, Jim will take part in trade and customer-related events. Caruk's premier appearance with Vicwest as brand ambassador will occur on Friday, April 11th & Saturday, April 12 at the Ottawa Cottage and Backyard Show.

About Jim Caruk

With more than 35 years in the renovation and custom homebuilding business, Master Contractor Jim Caruk first came to the public eye in 2003 when his HGTV series, *Real*

Renos, began a seven-year run. He's since starred in another series, *Builder Boss*, and is currently in discussions on developing a new television and multi-media program.

In 2011, he launched *Renovation Contractor*, an award-winning national trade magazine for renovators and custom homebuilders.

Jim also founded the Burlington, Ont. based *Build it Yourself Learning Centres* (www.biyworkshops.com) which, through his network of accredited instructors and industry professionals, provides an interactive, practical learning forum to teach homeowners essential know-how skills to successfully complete building projects themselves.

In 2009, Jim founded *Renos for Heroes* (www.renosforheroes.org), a non-profit foundation that provides essential building services and home modifications for wounded Canadian military personnel.

Vicwest has been a very generous supporter of the cause. "Just as Vicwest gives back to the building industry with continuous innovation, they have also have given back so generously to the men and women who serve this amazing country," says Caruk. "I'm so thrilled to have their support with Renos for Heroes."

About Vicwest Inc.

Vicwest Inc. is a leading manufacturer and distributor of engineered storage and handling systems for grain, fertilizer and liquid storage as well as building construction products for agriculture, commercial, industrial and residential markets. We operate through two strategically aligned divisions: Vicwest Building Products and Westeel. With approximately 7,000 customers, 1,200 dedicated employees and 34 business partners, we are positioned for growth in domestic and international markets. Vicwest Inc. is a member of the S&P/TSX SmallCap Index. For more information, visit www.vicwestinc.com.

About Vicwest Building Products

Vicwest Building Products is one of North America's leading manufacturers and distributors of exterior building products, including metal roofing, siding, decking, insulated metal panels and architectural panels. Founded in 1905, it offers a wide and trusted range of products for the residential, industrial, commercial, institutional and agricultural construction markets. For more information, visit www.vicwest.com