

Chalifour to launch industry-leading Electronic Catalogue in the New Year

December 12, 2013 (London, ON) — Beginning in January 2014, it will be even easier for Chalifour customers to order wholesale building materials, paint, plumbing, electrical, power tools and hardware products online, with the launch of Chalifour's new Electronic Catalogue (ECAT).

Set to launch January 13, 2014, the new ECAT promises to be an industry-leading tool, with improved navigation and searchability, and a completely redesigned look and feel to deliver an improved customer experience. The site's new features include:

- The ability to easily review pending orders, with the option to view details of each order.
- A tool to allow customers to calculate the total value of their order and confirm the purchase.
- New printer-friendly invoices and orders.
- Advanced order management enables customers to download order details to automatically populate an Excel spreadsheet.
- A new feedback option throughout the site allows customers to report a problem quickly and easily.
- The new ECAT will be completely mobile enabled, allowing customers to order from their smart phones and tablets.

"Customer feedback has really helped us shape the development of the new ECAT," says Chalifour Canada General Manager Bret Walters. "We're excited to deliver this new tool that will ultimately help our customers run their own businesses more efficiently by improving and streamlining their ordering process."

"As a company, TIM-BR MART Group is committed to meeting our customers' needs and to being easy to do business with," says TIM-BR MART Group President Bernie Owens. "The new ECAT reflects this commitment."

A 100% Canadian-owned hardware, lumber and building material distribution company, Chalifour Canada Ltd., is part of the TIM-BR MART Group and serves independent home improvement entrepreneurs in every province and territory. From five warehouses and offices in British Columbia, Ontario and Quebec, Chalifour Canada offers full transportation and logistics services, cutting-edge product ordering and inventory management technologies, plus a dedicated national sales team providing in-store retail support. To learn more, visit www.timbrmart.com.

- 30 -

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