

News Release

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McCallin Diversified Industries and Subsidiaries Change Name, Streamline Operations

COMMERCE CITY, CO--Timberline Industries is the new name for Commerce City-based McCallin Diversified Industries, a family-owned business that has operated in Denver since 1958. The company's four local subsidiaries have also taken on the "Timberline" moniker: Steel Inc. will now be called Timberline Steel; A&I Bolt and Nut will now be called Timberline Fasteners; Plastics Inc./Southern Supply will now be called Timberline Plastics; and Steel Storage Systems will now add "a Timberline Industries Company" to its name.

"Each our companies has a reputation for providing excellent customer service and high quality products. We want to leverage the great value each of our four subsidiary businesses have with their customer bases into one brand that demonstrates consistent quality, and strong performance," said Dan McCallin, Timberline Industries president and chief executive officer. "We believe that by renaming the umbrella company to Timberline Industries and tying the Timberline name to the fasteners, plastics and steel companies, we can represent ourselves as a single source of many industrial products and create a much stronger overall brand identity."

Along with building a stronger brand identity, Timberline Industries will begin its movement into e-commerce, conducting business electronically and over the internet.

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"Conducting business electronically has become a trend in distribution that will continue to grow and will re-define business in the 21st Century," McCallin explained. "As Timberline enters this electronic based business era with the development of one web site and one electronic point of contact, our customers will be immediately reminded of all the products available by all of the Timberline companies."

McCallin noted the concept of integrated supply as another key reason for the companies' name change.

"Our customers want to do more business with fewer suppliers--to reduce the number of suppliers they meet and negotiate with, they order and receive from, and the number of transactions they make in general. To accomplish this, they are asking their top suppliers to offer more products and services to replace other suppliers. Timberline stands ready to be a preferential integrated supplier by offering customers multiple industrial product purchases" McCallin said.

Description of Timberline Companies

Timberline Industries was formed in 1995 as McCallin Diversified Industries, to serve as the holding company for the four businesses. The company is comprised of 12 employees which includes the corporate officers, the human resources department, the training department, the credit department, and the payroll department.

Timberline Steel was founded in 1958 as Steel Inc. with a single location in Commerce City, CO. Three additional branch operations were developed within the past 10 years in Grand Junction, Pueblo (under construction) and Farmington, New Mexico. The company sells a variety of steel products including plate, beam, tubing, pipe and bar products. Its processing operations include computer-controlled profile cutting, sawing, shearing and punching. Timberline Steel employs 55 people.

Timberline Fasteners was founded in 1922 as A&I Bolt and Nut and initially sold fasteners in the local market only. The McCallin family purchased it in 1985, and grew the business by increasing sales in the Front Range, New Mexico and Salt Lake City areas. Recently, Timberline Fasteners has also been selling to national retail home centers throughout the U.S. and Mexico. McAtee Bolt company, which manufactures special bolts and threaded products, has been absorbed by Timberline Fasteners. Timberline Fasteners employs 92 people.

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Timberline Plastics was founded in 1987 as *Plastics, Inc.*, a distributor of fluid handling products and associated components throughout Colorado. The company remains in its Commerce City location, stocking plastic pipe, fittings, valves, pumps, tanks, filters, tubing and accessories for projects ranging from sewer lines to decorative fountains. In 1999, the company bought *Southern Supply*, which sells metal pipe, valves and fittings. *Timberline Plastics* employs 30 people.

Steel Storage Systems, which will retain its name but add the tag line "a *Timberline Industries Company*," was incorporated in 1964 and manufactures storage and material handling systems in its Commerce City location. The company produces *SpaceSaver Roll-Out Racks* and the newly introduced *Roll-Out Sheet Rack*. It also offers a complete line of heavy-duty conveyors and measuring systems. *Steel Storage Systems* employs 41 people.

Timberline Industries is the parent company of *Timberline Steel*, *Timberline Fasteners*, *Timberline Plastics* and *Steel Storage Systems*, providing centralized support to individual operating companies in finance, credit, training, human resources, marketing and information technology. *Timberline Industries* Chairman, *John McCallin*, was one of the original founders of *Steel Inc.* in 1958, and is still involved in many areas of the business. One of *Mr. John McCallin's* continued influences is his encouragement and support of the growth of the *Timberline Industries* family of companies. *McCallin's* sons are also *Timberline* executives. Son *Dan McCallin* is *Timberline Industries* president and CEO and son *Brian McCallin* is president of *Steel Storage Systems*.

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