
BLUWOOD BUILDS A FUTURE FOR FAMILY ON ABC'S "EXTREME MAKEOVER: HOME EDITION"

REVOLUTIONARY WOOD TREATMENT PRODUCT THAT PROTECTS FAMILIES FROM TOXIC MOULD AND FUNGUS SOON TO LAUNCH IN CANADA

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Toronto, ON – Home renovation shows are known for their dramatic makeovers, color commentary and emotional reveals. Sunday night's episode of ABC's Emmy-winning home renovation show "*Extreme Makeover: Home Edition*" will feature all of these things, and more. On October 1st. "*Extreme Makeover: Home Edition*" will give a family devastated by tragedy a second chance and a new home, protected by BluWood, a revolutionary wood treatment product soon to be available in Canada.

Before receiving a life-changing visit from the Extreme team this summer, Michigan mother of six, Maryann Gilliam was afraid of her own home. Just last year on Christmas Eve, her husband David died, with the family's doctor theorizing his death was caused by the dangerous levels of toxic spores caused by mold infestation in the family's basement.

When excess moisture from the elements or unexpected flooding occurs, wood absorbs moisture and becomes vulnerable. When the wood absorbs too much moisture, mould and fungus can grow and proliferate and cause a number of serious health problems including allergies, compromised immune systems in infants, respiratory disease and in severe cases, death. Although more than 270 species of mould have been identified as living in Canadian homes, it can often go unseen or unnoticed for as many as 10 years, making mould a hidden enemy to home owners.

To protect families from health risks caused by mould, BluWood, a factory-applied, two-part coating system developed by Boca Raton, Fla.-based WoodSmart Solutions, provides a home's complete framing package an advanced level of protection against mold fungus growth, moisture absorption, as well as rot fungi, and wood-ingesting insects, such as termites.

"With BluWood framing her house, Maryann and her children can finally have peace of mind in their own home," said Charles Morando, president of Boca Raton, Fla.-based WoodSmart Solutions, the developers of BluWood. "Families like the Gilliam's are the reason we developed BluWood. There are serious moisture-related issues plaguing homeowners today. BluWood is the solution that the building industry has been searching for, and we could not be more proud to provide this revolutionary protection to the Gilliam's new home."

BluWood's Perfect Barrier System offers protection to all of the structural wood components before, during and most importantly, after construction of a home. As a result, homeowners can save money from devastating household conditions including humidity, leaky pipes and water intrusion. Plus, the building industry could save billions of dollars typically lost each year as a result of wood framing components being exposed to moisture.

BLUWOOD CANADA'S FIRST MAJOR PROJECT

The distinctive blue-colored lumber will feature prominently on Sunday's show and will also be coloring the Canadian building landscape in a major construction project in Toronto this fall. BluWood will be sold

exclusively in Canada through Shelburne Wood Protection, one of Ontario's largest wood treatment facilities.

"When you're building your home, you plan for the future. You don't plan for mould," said David Gray. "Mould and fungus can cause very expensive damage to your house and threaten the health of your family. We're pleased to give Canadians a better choice for framing their homes, a choice that will protect their most precious investment: their families."

About BluWood Canada

Developed in 2001 by WoodSmart Solutions, BluWood is a two-part coating that protects wood products from moisture, mould, fungus and wood ingesting insects, like termites. In early 2006, Shelburne Wood Protection, one of Ontario's largest wood treatment facilities, purchased the exclusive rights to treat and sell BluWood in Canada.

For more information, please visit www.bluwood.com or www.bluwoodcanada.com

About ABC-TV's Extreme Makeover: Home Edition

This year ABC's Extreme Makeover: Home Edition earned an Emmy for Outstanding Reality Program. It is one of the most-watched programs in the nation and is produced by Endemol USA, a division of Endemol Holding. David Goldberg is the president of Endemol USA. The series is executive-produced by Denise Cramsey. The show airs on Sundays (8:00-9:00 p.m. ET), on the ABC Television Network.

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