



FOR IMMEDIATE RELEASE

Superior Plus Construction Products Distribution Announces the formation of a Supply Chain function led by Mr. Ray Sears, VP, Supply Chain – CPD.

CALGARY, AB, September 7, 2012 – Superior Plus Construction Products Distribution (CPD) is pleased to announce the formation of a Supply Chain function for the CPD organization. Ray Sears is joining us as VP, Supply Chain-CPD effective September 10, 2012.

Responsibilities that fall within the realm of the newly formed Supply Chain function include overall CPD Procurement Coordination, Sales and Operations Planning, Inventory Optimization and Effective Price Management.

Mr. Sears brings extensive supply chain and operations experience to our team. He was most recently VP, Supply Chain for Roofing Supply Group, LLC (RSG) a \$900 million wholesale distributor of roofing supplies and related construction products with 57 US locations. At RSG, Ray directed \$800 million in procurement spend, and built an overall Supply Chain Function which included overall procurement coordination, integration of acquisitions into RSG's overall Supply Chain program, the launching of an inbound and LTL freight project, implementation of a Sales and Operations Planning (S&OP) process to integrate sales and inventory management for improved working capital performance, and the development of a strategy for the 300 unit fleet.

Additionally, Mr. Sears' successful track record of implementing change management, communications and training to drive business improvements in support of the Regional, District and Branch Management teams will be of benefit across the organization.

Prior to RSG, Mr. Sears spent 21 years at Southwest Airlines, starting in the Finance Department. Over his Southwest career he built their Procurement function from the ground up with progressive successes and \$1.2 billion in supplier spend under management.

Mr. Sears has a Bachelor of Science in Computer Information Systems from Oklahoma Christian University in Oklahoma City, OK and extensive experience in Financial and Supply Chain Management.

Mr. Sears will headquarter in Houston, TX at one of the CPD locations.

Superior's Construction Products Distribution business is one of North America's leading distributors of commercial and industrial insulation and specialty walls and ceiling products. It is the largest distributor of specialty construction products to the walls and ceilings industry of Canada. Through its operating divisions, Winroc and Specialty Products and Insulation (SPI), Superior CPD has 118 distribution centres, including 14 fabrication facilities, across North America with a presence in 31 states and eight provinces. Winroc and SPI have business track records dating to the early 1970s and roots reaching back as far as the 1920s.

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