

NEWS RELEASE

TRUTH ANNOUNCES ALLIANCE WITH MAJOR U.S. SALES REP NETWORK

(Owatonna, MN) Truth Hardware, in a concentrated effort to improve service, communication, and value with their customers has recently completed an agreement with Industrial Sales Corporation (ISC) a national rep organization, to augment the company's sales staff efforts throughout the United States.

Established in 1979, ISC is a manufacturers' rep agency whose knowledge and experience is unsurpassed within the window and door industry makes them an ideal strategic partner for Truth. "Truth is excited about the opportunities that ISC brings to our team. With more, 'feet on the street', Truth's presence will become broader and allow us to be more responsive throughout the industry", commented Steve Groves, Truth's Senior VP of Sales and Marketing. With the addition of ISC, Truth will now have 29 team members to listen to their customers, improve responsiveness, and promote their products.

Jim Hornung, President of ISC added, "ISC always strives to be aligned with the market leader in each product segment of the fenestration industry. Our alliance with Truth brings together the premier hardware supplier in our industry with our professional sales team. This relationship will bring our customers more products and solutions to add value to their business".

Established in 1914 and manufacturing window hardware since 1955, Truth Hardware is the North American leader in the design and manufacture of quality operating hardware for windows and patio doors and has manufacturing facilities in Minnesota and Toronto. www.truth.com