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Riley Creek Lumber Consolidates Operations, Expands Value

By Teri Mathis

Denver, Colorado: Riley Creek Lumber Company, Idaho's largest lumber producer, announces that it will phase out operations at its Denver distribution center within the next sixty days.

The move is designed to consolidate operations within its Idaho facilities and to discontinue distribution activities that might be perceived by its customers as competition.

"We are refocusing on our core strengths of lumber manufacturing, product development and customer service," says Riley Creek owner Marc Brinkmeyer.

The company also is pleased to announce that Erol Deren, formerly President of Riley Creek's Denver Distribution Center, has accepted the position of Vice President of Sales and Marketing for Riley Creek Lumber. He is excited about the opportunity to help the company achieve its future goals.

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“The relationships, talent, and education gained over the establishment of Riley Creek Distribution will assist in better serving Riley Creek Lumber’s core customers and help the company to navigate the current market conditions,” Deren says. “I would like to thank Riley Creek Distribution’s customers, vendors, and employees for their support over the last two years.”

Deren will develop and manage company-wide sales and marketing in conjunction with North Idaho staff and three to four employees from the Denver office. “Riley Creek is looking at some new initiatives for potential product lines and services which we believe will be very attractive to our customer base,” Deren explains. “This is a good opportunity to improve value in a tight market.”

“This consolidation will allow us to concentrate on what we do best – provide top quality goods and first class customer service,” says Brinkmeyer.