



**NEWS RELEASE  
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## **Trex® to “Walk the Walk” This Spring**

*Local Tours Will Provide Trade Professionals Face Time with Company Execs*

Winchester, Va., February 23, 2009 – It’s been said that in order to “talk the talk,” you must “walk the walk.” This spring, Trex® Company, the leading manufacturer of wood-alternative decking, railing, fencing and trim products, will visit trade partners in select markets, offering the opportunity to communicate directly with CEO Ronald Kaplan – as well as other company executives – and interact with the brand’s extensive product line.

Beginning March 2, Trex’s Walk the Walk Tour will showcase the company’s latest product innovations, developments and improvements. Not only will trade professionals, including builders, contractors and installers, have the chance to see and touch decking, railing, fencing and trim samples in a no-pressure environment, they also can talk openly with Kaplan and Trex product managers in a town-hall type forum.

“One of my immediate goals as CEO of Trex is to reach out to our valued trade partners and reinforce our brand’s commitment to superior product quality, innovation and service,” said Kaplan. “We’ll address anything and everything that partners have on their minds during these candid face-to-face meetings.”

During the tour, attendees can learn more about becoming a TrexPro®. A TrexPro is a professional committed to building quality decks, docks fences and landscape amenities using the Trex family of products. In return, Trex provides benefits to the TrexPro members, like leads and referrals, as well as a complete range of tools to help them grow their business.

The Walk the Walk Tour is scheduled to stop in the following cities:

- Salt Lake City, Utah (March 2)
- San Diego, Calif. (March 3)
- Anaheim, Calif. (March 3)
- San Rafael, Calif. (March 4)
- Sacramento, Calif. (March 5)
- Portland, Ore. (March 6)
- Seattle, Wash. (March 6)
- Bethlehem, Pa. (March 16)
- Long Island, N.Y. (March 17)
- Northern N.J. (March 18)

In addition, professionals will have a chance to experience Trex’s new Mobile Marketing Unit (MMU) at most of the tour stops. They can take a sneak peek at the new fully outfitted vehicle, learn more about the company’s “green” practices, hear testimonials from other contractors and check out samples of products, including new Trex Surroundings® fencing. The MMU provides information designed to help professionals build their businesses with Trex, and offers customized assistance and resources for consumers. The highlight of the rig will be a large showcase deck featuring Trex Artisan Series Railing® and a full array of Trex decking products.

“I want our valued partners to know that I stake my own credibility on Trex’s reputation of superior products and performance,” added Kaplan. “This tour gives us the chance to address their specific needs and to give them the tools and products they need to succeed.”

## **Trex Walk the Walk Tour – Add one**

Contractors and installers interested in attending the tour should go to [trexpartners.com](http://trexpartners.com), Trex's recently launched trade-exclusive Web site, to request more information. In addition to information about the Walk the Walk tour, the new site provides answers and information designed to help professionals build their businesses with Trex, and offers customized assistance and resources.

### **About Trex Company**

Trex Company is the nation's largest manufacturer of wood-alternative decking, railing and fencing, with more than 16 years of product experience. Built on "green" principles and values, Trex outdoor living products offer significant design flexibility with fewer ongoing maintenance requirements than wood, as well as a truly environmentally responsible choice. In addition, Trex distributes ultra-low maintenance PVC decking under the trademark Trex Escapes<sup>®</sup> and PVC trim under the trademark TrexTrim<sup>™</sup>. For more information, visit the company's Web site, [trex.com](http://trex.com). Trex<sup>®</sup>, TrexPro<sup>®</sup>, Trex Surroundings<sup>™</sup> and Trex Artisan Series Railing<sup>®</sup> are trademarks of Trex Company, Inc., Winchester, Va.

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