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For Immediate Release

## **FIBERON® NAMES EDIE KELLO NEW DIRECTOR OF MARKETING**

*Leading composite decking manufacturer creates new role with increased emphasis on product development.*

**NEW LONDON, N.C. (September 24, 2009)**—Fiberon®, a leading manufacturer of composite decking, railing and fencing and PVC outdoor flooring, has named Edie Kello their Director of Marketing. This promotion for Kello will transition her role to allow more active involvement in product development.

“Being first to market with true innovation raises the benchmark in a product category,” notes Kello. “Fiberon’s demonstrated product performance and new product innovations lead the industry in manufacturing consistent high-quality outdoor living products.”

Kello joined Fiberon in 2008 as a Senior Product Marketing Manager, responsible for aligning Fiberon’s product presence in retail and wholesale environments to the unique needs required to meet customer demand. Kello’s time at Fiberon is preceded by over 15 years of experience in product development and marketing in a diverse range of industries, including companies such as US GreenFiber, Fisher Diagnostics and the Bob Barker Company.

“As the Director of Marketing, Kello’s role will expand from overseeing co-marketing and creative services to providing an ‘end user’ perspective as our innovative technologies are applied along the product development process,” says Chris H. Beyer, Vice President of Marketing for Fiberon.

Kello earned her MBA at Pfeiffer University. She has a bachelors’ degree in creative arts from the University of North Carolina at Charlotte and has pursued a variety of professional development opportunities, including Harvard Business School’s Charlotte Alumni Management Development Program. Kello is currently active with Women Executives of Charlotte and serves on the Board of Directors for Dore Academy.

Fiberon decking solutions are sold to professional contractors and dealers through a national network of distributors. To learn more, visit [www.fiberondecking.com](http://www.fiberondecking.com) or call 800-573-8841.

### **About Fiberon**

Fiberon is a leading manufacturer of composite and PVC decking, railing and fencing products used in homes and light commercial construction across North America. Through extensive product development and leading-edge manufacturing capabilities, Fiberon created the benchmark for innovative, alternative outdoor living products. The company was founded in 1997 and is privately owned with operations in North Carolina and Idaho.

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