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Key Customers Turn Out for Emery-Waterhouse Annual Trade Show

Marketplace 2009 Featured Nationally Recognized Guest Speakers, Focus on New Building Materials Division and Products

PORTLAND, Maine and PROVIDENCE, R.I. — Jan. 23, 2009 — Emery-Waterhouse, a leading distributor of hardlines and building materials, today announced that its Marketplace 2009 annual trade show has come to a successful close. The company's customers turned out in force at the Rhode Island Convention Center in Providence Jan. 16-18, where attendees had the opportunity to preview new product offerings, hear from industry experts and meet face to face with representatives of Emery-Waterhouse and its new Building Materials Division.

The popular keynote speaker for Marketplace 2009 was Bob Phibbs, "The Retail Doctor," a nationally recognized consultant known for advising small- and medium-sized companies on business strategy, customer service, sales and marketing. The following day featured Kaile Warren, founder of Rent-A-Husband® and home improvement correspondent for CBS News' *The Early Show*. Award-winning green building expert and author John Wagner also appeared, greeting trade show guests and providing green product information and advice throughout the weekend.

Steve Frawley, president of Emery-Waterhouse, addressed attendees with details of the company's plans for navigating the current recession, stressing the importance of continuing strategic marketing initiatives despite challenging economic conditions. A downturn can present opportunities to gain advantages in the market, Frawley noted. He further described ways to

stabilize a business, protect it from downside risk, and take other steps to weather the storm of an economic crisis.

Marketplace 2009 included a model design home crafted from products available from Emery-Waterhouse's new Building Materials Division, including various styles of siding, shutters, ceiling tiles, plank paneling and more. The company launched its Building Materials Division after significantly expanding its related product line in 2008 with the acquisition of The Morgan Distribution Co., a specialty distributor in the building supply business. Marketplace 2009 marked the first time the new division appeared at an Emery-Waterhouse trade show.

In other show highlights, the event brought the debut of Emery-Waterhouse's new department solutions and business opportunities within the plumbing category. The company also introduced new housewares assortments in key categories aimed at helping retailers drive sales and increase margin at their locations.

"Once again, Marketplace 2009 was a great success and ideal opportunity to meet with our customers and show them the great new products and services available to them," said Frawley. "We are constantly developing new ways to help our customers win in the marketplace and it was gratifying to see that our latest offerings were very well-received at the show."

About Emery-Waterhouse

Founded in 1842, Portland, Maine-based Emery-Waterhouse is a full-service independent hardlines distributor serving hardware dealers, lumberyards and home centers throughout the Northeast and Mid-Atlantic regions. In 2008, the company launched its Emery Building Materials division with operations in Pennsylvania.

Emery-Waterhouse offers product assortments across all major categories ranging from hardware, tools, paint and sundries to lawn and garden supplies.

In addition, Emery-Waterhouse offers value-added services such as innovative merchandising and sales solutions. For more information, visit www.emeryonline.com or call 800-283-0236.

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