



Fiber Cement at Its Best!™

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REMODELING MAGAZINE RELEASES 2010-2011 'COST VS. VALUE' REPORT

Fiber Cement Siding Leads the Way



ATLANTA (November 2010) –According to the latest report issued by *Remodeling* magazine titled Cost vs. Value, fiber cement siding leads in value

and offers a significant return on investment to the homeowner. As the world leader in fiber cement technology, Nichiha is eager to flaunt this latest industry report from Hanley Wood.

The "Cost vs. Value" report compares the cost of a remodeling project to the increased value of the house at the time of resale. From exterior fixtures to interior upgrades, the report commenced in 2005, and fiber cement siding continues to reign as the leader in value, providing a noteworthy 80% return on the investment. In comparison to other siding categories, foam-backed vinyl siding and vinyl siding replacement only delivers a 72.4% return.

During a time of recession and with the real estate market at an all time low, homeowners are looking for affordable ways to increase the value of their homes. Nichiha has capitalized on this trend, understanding that appearance and first impressions are everything to home buyers and sellers. Nichiha's versatile line of interior products allow for homeowners to create low maintenance one-of-a-kind looks.

"Nichiha is a global manufacturer of fiber cement products of unsurpassed quality, texture and appearance," states Darrin Haugan, senior vice president for Nichiha. "We are excited with the reassurance that fiber cement siding provides a strong return on investment for homeowners, which continues to add value and dependability to our growing line of products."

For more information about Nichiha, visit www.Nichiha.com or call 1.86 NICHHA 1. Follow Nichiha on Twitter [@nichiha](https://twitter.com/nichiha) or become a fan on [Facebook](https://www.facebook.com/nichiha) for daily updates.

Company Background

Nichiha, U.S.A. based in Norcross, Ga., is a leader in fiber cement technology. Nichiha markets distinct patterns of fiber-cement products in the U.S. The company has been manufacturing fiber cement products for more than 35 years and posts annual revenues of \$900 million in Japan. Operating out of eleven

production facilities in Japan, Nichiha has an annual production of over 650 million square feet of fiber-cement products. For more information, call 1.86.NICHIHA1 or visit our web site at www.nichiha.com.

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