



Fiber Cement at Its Best!™

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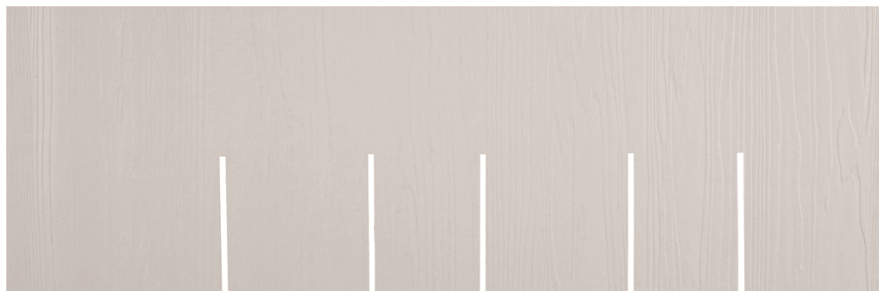
NICHIHA INTRODUCES NICHISTAGGERED™ AND NICHISTRAIGHT™ SHINGLE SIDING

ATLANTA (January 2011) – Nichiha announces the release of the NichiStaggered™ and NichiStraight™ shingle siding to its vast product selection of fiber cement products. NichiStaggered™ and NichiStraight™ imitate the authentic look of siding shingles, but with all of the benefits of fiber cement, including damage resistance from extended exposure to forceful weather conditions.



NichiStaggered™

“Expanding our highly versatile fiber cement products by unveiling the NichiStaggered™ and NichiStraight™ lines allows for our customers to have a wide array of stylish options to make their homes, restaurants, offices or businesses more sustainable,” commented Darrin Haugan, senior vice president of [Nichiha](http://Nichiha.com). “These new exterior panels still offer the same great benefits and guarantees but provide a new design reality.”



NichiStraight™

Having the same genuine look as cedar shingles, NichiStaggered™ and NichiStraight™ can be used as a primary siding or as a complement to other Nichiha products. Both shingles are universal for all climates and have been engineered to endure extremely hot and cold weather, which is ideal for any home or business. The panels come in two options – either staggered or straight – and come in a standard size of 16 inches in height, 48 inches in width and 5/16 inches thick. To ensure long term quality, the panels have a lifetime limited warranty*.

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.

*See Nichiha warranties for detailed information on terms, conditions and limitations.

Company Background

Nichiha U.S.A., Inc. was established 1998 and is headquartered in Norcross, Ga. Nichiha, an international leader in fiber cement technology for more than 35 years, has 13 plants worldwide and markets distinct patterns of fiber cement siding products in the U.S. In 2007, Nichiha opened its first U.S. manufacturing plant in Macon, Ga., responding to an increase in demand for fiber cement products in the Southeast market. For more information, call 1.86.NICHHA1 or visit our web site at nichiha.com.



NichiStaggered™



NichiStraight™