

NICHIHA USA ANNOUNCES ITS CORPORATE SOCIAL RESPONSIBILITY PROGRAM WITH A SERIES OF COMMUNITY SERVICE INITIATIVES

ATLANTA (May 2010) – Nichiha USA recently had the opportunity to revitalize a local park in Atlanta commencing its company-wide initiative for community service designed to support all employees to strive for top performance, commitment to servitude and to act with humility.

“Nichiha is about much more than the products we produce; it’s also about the people we work with and the lives we touch. We refer to this philosophy of performance, servitude and humility as our DNA,” commented Darrin Haugan, senior vice president of Nichiha, leading national provider of [fiber cement siding](#) and accessories. “At Nichiha, we are committed to creating a corporate culture focused on leaving a positive finger print on communities.”



To kick-off the series of community service initiatives, Nichiha celebrated the 40th Anniversary of Earth Day with a group of employees helping to revive Chastain Park Conservancy. In order to assist with one of the park’s most vital needs, the Nichiha employees worked to improve the park’s spillways. The spillway structures allow a controlled release and flow of water so as not to overflow or destroy surrounding areas. Some of the park’s spillways had blockages from branches and other debris, which often causes an overflow during rainstorms. The Nichiha team, along with their local marketing agency, cleared overgrowth and dug a wider, deeper spillway.

Spreading out the company’s outreach beyond the local community, Nichiha’s Senior Vice President – Darrin Haugan showed his commitment to community service with a trip to Eastern Africa in February. During the two week trip, Haugan worked in orphanages in Kisumu, Kenya and taught widows in Bujumbura, Burundi strategies of how to start a business.



“I’m looking forward to seeing the many good works that will come from the staff at Nichiha and the connections we can make throughout the world,” commented Haugan.

In May, the Nichiha USA corporate office in Norcross, Ga. will conduct a month long food drive. At the end of the month, the company will deliver all the collected canned goods to the Atlanta Food Bank.

For additional information about Nichiha’s company culture and siding products, visit www.nichiha.com.

About Nichiha

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 30 years and posts annual revenues of \$850 million in Japan. Operating out of eleven production facilities in Japan, Nichiha is ISO 9001 certified, with 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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