



For immediate release

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FEENEY, INC. PARTNERS WITH CAPITAL LUMBER

New relationship expands distribution, sales support in three western states

OAKLAND, Calif. (July 6, 2015) - Feeney, Inc., a leading manufacturer of high quality stainless steel and aluminum railing systems, announced today a new partnership with Capital Lumber to distribute its architectural products to dealers in California, Utah and Arizona. The mutually beneficial partnership will initially have Feeney products stocked at three of the eight Capital Lumber warehouse locations: Healdsburg, Calif., Chino, Calif. and Salt Lake City, UT. With the expanded capabilities offered by Capital, Feeney will quadruple its sales representative count using the Capital Lumber infrastructure –adding capacity for in-store visits, product knowledge sessions, and job site programs as well as lead generation and follow-up projects. The move will also expand distribution of Feeney’s product offerings and provide corporate support including customer service, faster shipping times, and increased brand awareness through Capital’s existing marketing programs.

“We are excited to establish this joint venture with Capital Lumber as it sets up Feeney for future growth across the board in the west region. Coupled with the need for distribution and on-time delivery of our products, Capital Lumber has a notable reputation in the industry that aligns with our company’s value proposition,” said Andy Penny, vice president of marketing and advertising for Feeney. “Furthermore, Capital Lumber has the ability to provide sales support and be in front of customers weekly. Feeney makes it easy is more than a slogan – it’s a promise we try and deliver. Partnerships like this help us accomplish that goal.”

Headquartered in Arizona, Capital Lumber is the leading provider of specialty products in the Western United States. Capital Lumber will sell two of Feeney’s popular products including the *CableRail* line of standard and custom fabricated stainless steel cable assemblies used for railing infill, and the complete line of *DesignRail*® of powder coated aluminum railing systems.

“We are enthusiastic about the opportunity that this partnership brings,” said Michael Darby, vice president of business development for Capital Lumber. “Feeney, Inc. is the leading brand in cable railing, and pairing their product line with our skilled sales teams in California, Utah and Arizona allows our customers to be confident in our responsiveness to their needs; providing customized solutions, and continuing to drive demand with Feeney product lines in these markets.”

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For more information on Feeney's products, visit www.feeneyinc.com. For more information on Capital Lumber, visit www.capital-lumber.com/products.

About Feeney

Feeney, Inc. is a leading manufacturer of high quality stainless steel and aluminum architectural products and railing systems. Feeney residential and commercial construction products for exterior or interior applications include CableRail stainless steel cable assemblies, Quick-Connect® auto-locking cable fittings, DesignRail® aluminum railing systems, Sta-Lok® stainless steel rods, Lightline® door canopies, and the Trellis Collection line of garden trellises. Since 1948, the Oakland, California-based company has been committed to providing construction professionals and DIY homeowners with innovative, easy-to-use products with unsurpassed service. For more information or the location of a dealer near you, please visit www.feeneyinc.com

About Capital Lumber

Capital Lumber Company is dedicated to being the leading distributor of specialty building materials in the Western United States by providing unequalled service to customers, unequalled fairness with suppliers, the unequalled opportunity for a fulfilling career for each employee, and a reasonable rate of return for its owners.

Founded in 1948, Capital is a privately held Arizona Corporation, with eight regional distribution facilities geographically focused in the West that offers sales, market development, inventory management and distribution services within the building materials industry. Our goal is to be responsive to the unique needs of manufacturers and dealers, deliver customized solutions and assist in market demand.

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