



## *NEWS RELEASE*

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### **North American Green Announces the Retirement of Erosion Control Industry Pioneer Jim Niemeier**

EVANSVILLE, (Ind.) – October 25, 2005 – North American Green announced today that President Jim Niemeier will retire from the company on October 31, 2005.

As President of North American Green for the past 20 years, Jim Niemeier was responsible for business planning and management of North American Green activities. Jim joined North American Green at the time of its incorporation in 1985. Through his business and marketing experience, North American Green developed its position and plan to become the worldwide leader of erosion control solutions. Throughout his career, Jim was also active in the erosion control industry, serving as past two-time President of the Erosion Control Technology Council (ECTC) and a Cornerstone Member of the International Erosion Control Association (IECA).

“I have stayed on past the traditional retirement age and while we are both still in good health, I want to spend time with my wife Ruby traveling and enjoying the remainder of our retirement years together,” Niemeier said. “I have thoroughly enjoyed my time with North American Green and feel honored having the opportunity to help build a company from scratch that now ranks number one in the erosion control industry. But, more importantly, I have enjoyed the relationships I have had with all our employees and distributors.”

Niemeier’s business philosophy from the beginning was “Our strength lies in the ability to communicate with those we do business with. Distributors are unique, they can make the job of product introduction and selling much easier, but you must always understand that they are independent business people. Using leverage with distribution is a sure way to destroy a relationship. The philosophy by which we operate is simple; we must be personal in our relationship but firm in our convictions. ”

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Under the leadership of Jim Niemeier, the following are but a few of the milestones throughout North American Green's first 20 years that have had the greatest impact on the company, our customers and the entire industry:

- 1985 – Began establishing Nationwide Distributor Network
- 1990 – Developed Erosion Control Materials Design Software (ECMDS®) utilizing the most advanced design procedures and product performance data available
- 1993 – Became first company in the industry to offer a written product performance guarantee
- 1993 – Introduced BioNet® Series of 100% biodegradable erosion control blankets
- 1994 – Introduced C350® composite turf reinforcement mat, the first 3-D composite TRM on the market
- 1997 – Launched [www.nagreen.com](http://www.nagreen.com) corporate website
- 1997 – Introduced BioSTAKES® 100% biodegradable rigid fasteners
- 1999 – Developed DOT System® to simplify RECP installation by marking the exact location for proper stapling of each product
- 2001 – Introduced Vmax3® Composite Reinforcement Series of permanent TRMs
- 2002 – Introduced SedimentSTOP® Biodegradable Filtration System
- 2004 – Released ECMDS® Version 4.3, the most complete erosion control materials design software in the industry
- 2004 – Introduced the Ultimate Assurance Guarantee, which warrants product performance to unmatched levels
- 2004 – Became a subsidiary of Tensar Corporation
- 2005 – Trained 200 North American Green Erosion Control Specialists

At North American Green's 20th Anniversary Distributor Conference in January 2005, Niemeier was quoted to say, "From our new manufacturing facility with dramatically increased production capabilities, our unique design capabilities through our ECMDS (Erosion Control Materials Design Software), our strategic partnership with Tensar, and to our constant quest to push the limits on product performance, North American Green is the only manufacturer with the capabilities required to design, supply and service erosion control products worldwide. We are positioned to meet the challenges of the next 20 years."

Mr. Niemeier adds, "My legacy is that I've always been honest with those I've done business with. I have never looked down on anyone, and have always taken a practical approach to doing business, keeping the business as simple as possible. I believe I've been down to earth with everyone and have always had an appreciation for distributors and their business problems."

"In regards to the future, Mr. Niemeier added, given the right acquisitions, distribution, and new product introductions, the company has the opportunity to grow well beyond its present level." Still holding firm in his convictions, Niemeier says "However, maintaining the distribution is definitely a necessary key to growth."

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Upon Niemeier's retirement, Tim Lancaster will assume the role of president of North American Green. Currently executive vice president, Mr. Lancaster has been with North American Green for seventeen years.

About North American Green: North American Green is a leading erosion control solutions provider with a worldwide network of qualified distributors. The company's full line of rolled erosion control products has been extensively evaluated in both laboratory and independent tests. In addition to products marketed under the North American Green name, the company also distributes products under the trade names Vmax3® Composite Reinforcement Series, BioNet® Series, SedimentSTOP®, and GreenSP®. North American Green's Erosion Control Specialists provide site-specific project design and product specification assistance through the company's highly-regarded Erosion Control Materials Design Software (ECMDS®); all backed by the most comprehensive product performance guarantee in the industry, the Ultimate Assurance Guarantee. Additional information about North American Green is available online at [www.nagreen.com](http://www.nagreen.com) or by calling 800-772-2040 (inside USA) or 812-867-6632 (outside USA).

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