



TIMBERLAKE
CABINET COMPANY™

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**CHOOSING THE RIGHT PRODUCT LETS BUILDERS STAND OUT
AND ACHIEVE CUSTOMER SATISFACTION**

Timberlake's® Decorative Drawer Fronts Get Noticed

*Durango®
9-Piece Drawer Front with
Raised Center Panel*



*Rushmore®
5/4 inch Raised Panel Drawer Front*



*Yellowstone™
5-Piece Drawer Front*



*Capistrano™
Decorative 3-Piece
Drawer Front*



*Sierra Vista™
5-Piece Mitered Drawer
Front with Solid Raised
Center Panel*



Achieving customer satisfaction is not always an easy task for homebuilders in today's "My-way-or-no-way!" society. When it comes to their homes, homeowners want stylish, customizable products that complement their lifestyle. Meeting this demand is a tall order for any builder to fill given the desires and tastes of today's discriminating homebuyer and the multiple factors that go into building a new home. One of the keys to increasing homebuyer satisfaction is choice, and with the right product portfolio, this is achieved. Finding the right balance, however, is crucial.

Timberlake Cabinet Company™, a leading supplier of cabinetry to the new construction market, offers an extensive array of matching decorative drawer fronts that coordinate with corresponding door styles, letting builders stand out from the rest. This feature, among others, allows for better customization, thus providing homeowners with highly personalized options to build their dream kitchen. With more decorative cabinetry features at an affordable price, Timberlake's® value surpasses its competition.

“Homebuyers want choice and value,” says Don Repshas, vice president of Marketing, Timberlake Cabinet Company. “This may sound like a contradiction in terms, but really it’s not. It’s all about the maximum number of options consumers get for a price. The more features, the more stylish the look, the higher the perceived value. Our product line offers an array of standard features making it easy for builders to provide premium options that cater to consumers’ personal styles. Our decorative drawer fronts, for example, come standard with the collection and provide added detail that makes an ordinary kitchen extraordinary.”

While it’s true that too many choices can certainly overwhelm a consumer and make the selection process more difficult, a lack of options is also a turn-off. A creatively conceived, organized product selection demonstrating multiple options and features goes a long way in communicating value to the homebuyer. Timberlake understands this concept and is working with its builder customers to help them enhance the buying experience through its product offering. By organizing and coordinating each step of the buying process, Timberlake understands buyers will be comfortable enough to upgrade their selections.

About Timberlake Cabinet Company

Timberlake Cabinet Company is a division of American Woodmark Corporation, the third largest manufacturer of kitchen cabinets in the United States. Timberlake cabinets are sold directly to major homebuilders through a network of builder service centers and distributors. With more than 177 cabinet styles and a full array of coordinating moldings and accessories, Timberlake brand cabinets combine style and affordability. The Company manufactures *Portfolio*® and *Portfolio Select*®, Timberlake’s premier lines that deliver a full range of styles and upgrade options that make customizing homes easy, and *Value-Built by Timberlake*®, a line that offers well-crafted, stylish cabinets for more affordable homes.

American Woodmark Corporation operates 15 manufacturing facilities in Arizona, Georgia, Indiana, Kentucky, Maryland, Minnesota, Oklahoma, Tennessee, Virginia and West Virginia, as well as various service centers across the country. American Woodmark shares are traded on the NASDAQ National Market under the symbol “AMWD.” To find out more about American Woodmark and Timberlake Cabinet Company and view the entire collections of cabinetry styles and accessories, log onto www.americanwoodmark.com and www.timberlake.com.

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