



FOR IMMEDIATE RELEASE

Castle Announces New Location In Western Canada

Mississauga, ON - Castle Building Centres Group Ltd.

Castle announced today that a new member has joined the group, this time in the prairie province of Saskatchewan.

Riel Trail Building Supply is the newest independent retailer taking their future success into their own hands by joining the Castle group. Riel Trail Management has been in the RTM and modular building manufacturing industry for almost three years and the idea of owning and operating an LBM retail location, seemed to be a natural progression for the entrepreneurs.

Strategically located only 8 minutes south of Saskatoon in the municipality of Dundurn, the new retail store will service a radius spanning 100 km in the surrounding area with a complete line of lumber, building materials and hardware. Their established wholesale channel, spans a radius even further and includes contractors, home builders and developers in the region.

Gaetan Blouin, CEO and President of Riel Trail, is the founder of Riel Trail Management Ltd., and along with his partners have developed a comprehensive sales and marketing strategy for this new venture.

"When we embarked on this new division of our business, we did a great deal of due diligence and our findings led us to one conclusion about who to partner with; it was the Castle group or nothing"

Gaetan Blouin, CEO and President

Riel Trail Building Supplies plans to promote their new location to the intended markets through direct marketing, strategic advertising on web and through social media. They will be hosting regular contractor events and a big grand opening celebration in late summer.

"Riel Trail Building Supply is yet another great example of successful independent entrepreneurs, who want to grow their business, putting their trust in Castle's winning business model. Our business model continues to prove that Castle is the way of the future for independent LBM dealers in our industry. We welcome Riel Trail Building Supply to the Castle family."

Ken Jenkins, Castle President

About Castle Building Centres Group

Castle Building Centres Group Ltd. is a Canadian member-owned, Lumber, Building Materials and Hardware buying group committed to the success of the independent.

Our commitment is to drive this success to over 300 Castle member locations and is achieved through unwavering Transparency, Freedom and Profitability.

Our business model focuses on accountability to our membership, member freedom of choice, and a commitment to their success, growth and profitability through strategic partnerships with key vendor partners and a winning hardware distribution solution.



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