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### **Castle Momentum High with the Announcement of Another New Member**

Mississauga, ON - Castle Building Centres Group Ltd.

Canada's fastest growing buying group is setting industry records already in 2017 with the announcement of yet another new member location. Matériaux Direct, in La Pocatière, Quebec, is the fourth new member location to join the group in less than a week.

Located near the south shore of the lower Saint Lawrence River in Quebec, Matériaux Direct is positioned for success. Entrepreneurs, Dany Levesque and Maxime Bossinotte recognized the increasing demand for Lumber and Building Materials (LBM) by the contractors in their market and quickly developed a plan to fulfill this market need and open their first Castle location, Matériaux Direct. Why did Dany and Maxime choose Castle?

*"Castle is the best buying group for an entrepreneur. The honesty and the independence they provide to the members and access to all major vendors is what we were looking for. Castle had everything."* **Dany Levesque, Partner**

Although new to the LBM business, Matériaux Direct is already positioned for success and rapid growth through their contractor network. They are confident that with Castle's support and buying power, the store and lumberyard will grow with more competitive pricing than the competition, and their entrepreneurial spirit. They are planning an official Grand Opening of the new location in early Spring.

*"Castle's track record for success continues to attract both new independent dealers and those dealers looking for real growth potential. There are no empty promises or financial incentives with Castle, just proven profit potential through our winning business model and the true independence that other groups simply cannot deliver."* **Ken Jenkins, President**

Castle would like to welcome Matériaux Direct to the family.

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