



FOR IMMEDIATE RELEASE

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Atrium Companies, Inc. Selects Purdie Rogers as Public Relations Agency of Record

DALLAS – Atrium Companies, Inc., the manufacturer of Atrium Windows and Doors®, today announced the selection of Purdie Rogers as its public relations agency of record. Atrium, headquartered in Dallas, Texas, is the largest manufacturer and supplier of residential aluminum- and vinyl-framed windows and sliding glass doors in North America. Purdie Rogers will provide strategic public relations and marketing services for the company.

“As the leading manufacturer of residential windows and doors, we’re looking forward to a successful partnership with Purdie Rogers, a leader in building products advertising and public relations,” said Chris Reilly, Director of Marketing and Communications for Atrium.

Atrium has annual sales of approximately \$900 million with some 7,000 employees and 76 manufacturing facilities and distribution centers in 22 states. Atrium’s clients include the industry’s leading builders, retailers, home centers, lumberyards, contractors, designers and architects.

“Atrium is a key player in the industry with a great story to tell, and we’re excited they’ve chosen Purdie Rogers to help them further their reputation as a leader in the market,” said Andy Rogers, principal, Purdie Rogers.

In addition to Atrium, Purdie Rogers’ roster of clients also includes Staron by Samsung, AmeriDeck, Lasco Bathware, Potlatch, California Faucets, Quiet Solution, Simpson Strong-Tie, Johns Manville and the Tile Roofing Institute.

About Atrium Companies, Inc.

For more than 50 years, Atrium (www.atrium.com) has dedicated itself to building a solid company that provides vinyl and aluminum windows and patio doors to the residential construction, repair and remodeling industries through uncontested quality, selection and service. Atrium has a portfolio of products marketed under the corporate brand name Atrium®, as well as the brands HR Windows™; Danvid Window Company; Superior Engineered Products Corporation and Thermal Industries™. As one of the industry’s most vertically integrated window and door manufacturers, Atrium also owns MD Casting; Atrium Extrusion Systems; Dow-Tech Plastics; Extruders, Inc.; Aluminum Screen Co. and RG Darby Co., Inc. These manufacturers of Atrium components provide a consistent, high-quality and cost contained supply chain to the multiple window and door fabrication facilities Atrium has throughout the country.

About Purdie Rogers

Based in Seattle, Purdie Rogers (www.purdierogers.com) is a full-service communications firm focusing specifically on the building products industry. Agency capabilities include advertising, public relations, strategic planning and nontraditional and direct marketing. In business since 1990, the agency has a deep understanding of the building products industry and the communications tactics needed to reach key target audiences.

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