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**SPAN: THE SOUTHERN PINE AWARENESS NETWORK UNVEILS  
NEW WEB SITE**  
**[www.spanpine.com](http://www.spanpine.com) Offers Complete Homeowner Information on Southern Pine**

(Atlanta, GA) – SPAN: The Southern Pine Awareness Network recently unveiled a new consumer Web site designed to guide homeowners through the home improvement jungle of products by raising their awareness of Southern Pine lumber as the building material of choice for interior and exterior home improvement projects. The site went live on April 1, 2005.

“This site is a comprehensive location for homeowners to learn everything there is to know about choosing Southern Pine lumber for a project,” said Dick Elliott, chairman of SPAN. “From overall information to how to buy Southern Pine to project ideas, it’s all there. Homeowners can learn more about the wood species itself and how choosing Southern Pine is the environmentally wise choice. There’s also a section for teachers with downloadable information, a speaker request option and an order form for a free Southern Pine seedling to be planted at their school.”

Visitors to the site will be met with warm earth tones and large, gorgeous pictures of Southern Pine projects. Easy-to-read drop-down menus offer smooth navigation, while numerous contact forms ensure homeowners will receive answers to any and all questions. Suggestions for use, a locator to find Southern Pine products nationwide and a complete library of information round out the offerings.

The site was designed and developed by BuildingOnline Inc., an Internet design agency specializing in custom Web solutions for the building products industry. For more information on BuildingOnline, visit [www.buildingonline.net](http://www.buildingonline.net).

The Southern Pine Awareness Network was founded in January of 2005 with the goal of raising the awareness of Southern Pine as a leading building material throughout the Southeast. Led by funding from members of the Southeastern Lumber Manufacturers Association (SLMA), SPAN is designed to be an information clearing house for consumers throughout the Southeast region. Visit us online at [www.spanpine.com](http://www.spanpine.com).

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**Editor's Note:** To request color images of Southern Pine projects, please call or e-mail the media contact listed above.