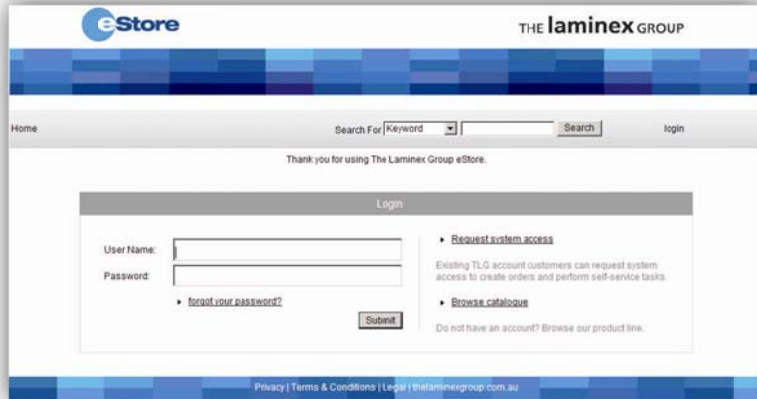


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**MEDIA RELEASE
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THE LAMINEX GROUP OPENS NEW eSTORE FOR TRADE CUSTOMERS



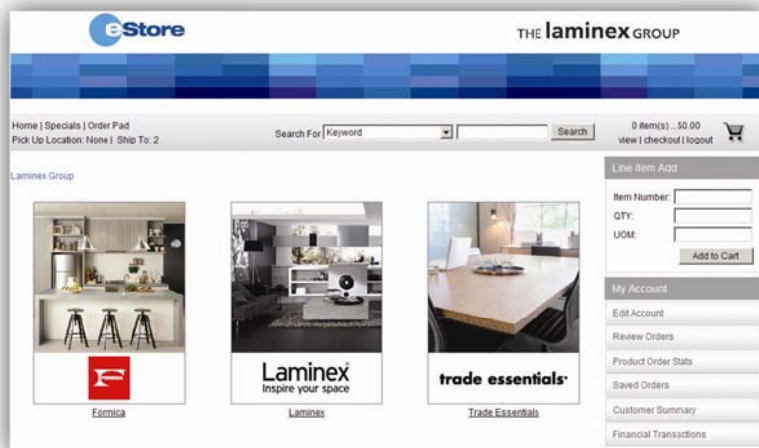
The Laminex Group, Australia's leading marketer, distributor and manufacturer of premium decorative surfaces, has announced the launch of **eStore**, offering a streamlined online shopping service for its trade customers.

The dedicated e-commerce tool, which can be accessed through The Laminex Group's website, enables trade customers to easily access over

14,000 products from the Formica, Laminex and Trade Essentials ranges and make online orders at a time convenient to them.

The Laminex Group Marketing Communications Manager, Adam Jarski, said eStore represents the next phase of customer service for The Laminex Group by providing added transparency, speed and convenience for its trade customers.

"At The Laminex Group, it has been our commitment to make trade orders easier, faster and increasingly cost effective for all our existing TLG customers, and eStore is the latest innovation to enhance our trade customers' transaction experience," said Adam.

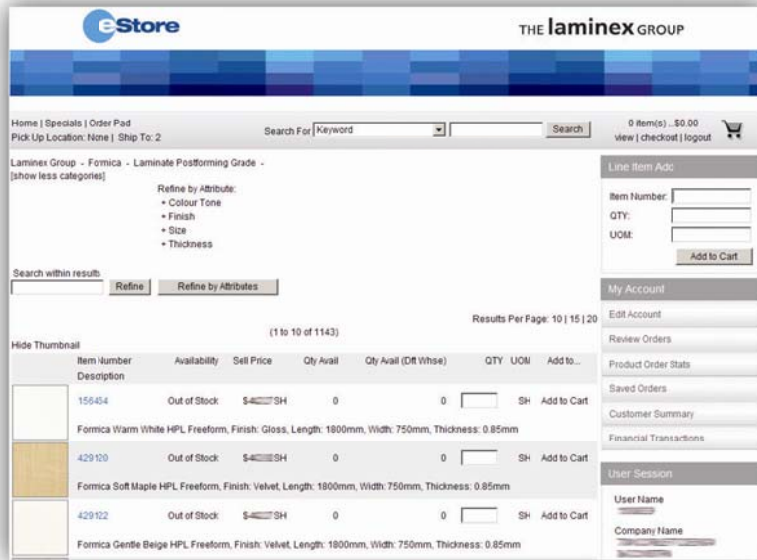


With everything they need in one place, eStore enables customers to browse through catalogues, search for products via an item number and refine searches by colour, size or finish before loading items into a virtual shopping cart and checking out.

eStore speeds up the ordering process for repeat customers by enabling them to create and save customised shopping lists. Customers can also view past

order details and financial documents whenever it suits them, extending The Laminex Group's service beyond business hours.

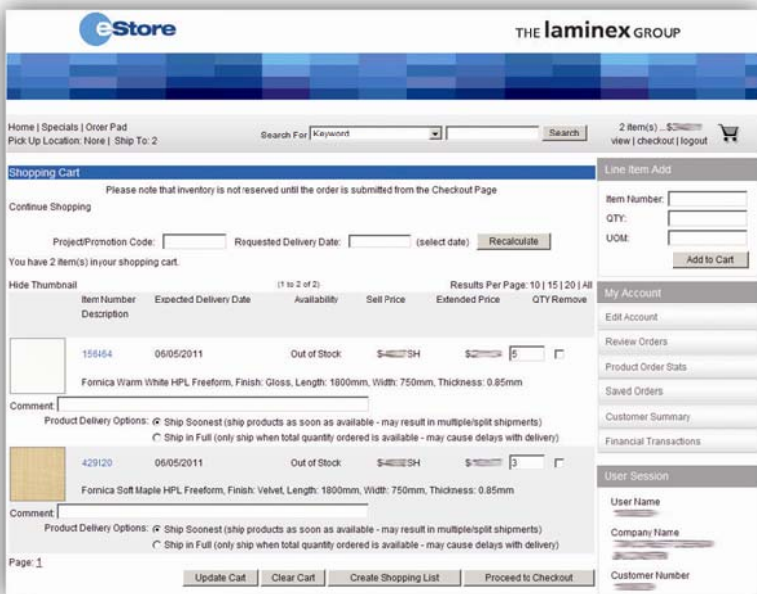
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Complementing The Laminex Group's corporate website, eStore also provides customers with updates on exclusive promotions and the latest product news and developments across its brands.

With everything they need to get started at their fingertips, including a quick reference guide, frequently asked questions and contact information, the comprehensive 'Help' section will have customers effortlessly making orders in no time.

"Each feature has been developed to meet the needs of our trade customers, enabling us to lift our customer service to new heights. We will continue to develop eStore to become an integral part of our customers' daily working life and already have plans to broaden the eStore's product offering with essastone, Componentry and Laminex Metaline in the near future," Adam said.



"We invite all our account customers to visit the new eStore and experience the ease and flexibility with which orders can be made," he added.

eStore can be accessed through the trade section of the recently refreshed The Laminex Group corporate website (thelaminexgroup.com.au) which covers all brands within its portfolio.

The Laminex Group's eStore offers the following features:

- Simple creation of customer accounts with secure log-in access
- Ability to set different levels of access for staff on one customer account – from queries only through to full ordering and financial capabilities
- Product catalogue, currently showcasing over 14,000 products

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- Advanced catalogue search tool enabling customers to drill down by sub-categories and refine their search by colour, finish, size and/or thickness
- Wider eStore search function spanning criteria such as item number, order number and customer reference number
- Easy-use shopping cart
- Shopping list tool allowing quick access to frequently ordered products
- Simplified repeat order process
- Option of order pick-up or delivery to a specific address, to suit each individual order
- Access to state-specific specials and product news
- Search and review financial data and transaction information
- Comprehensive “Help” section comprising quick reference guide, FAQs and contacts information

estore.thelaminexgroup.com.au

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