

January 29, 2008

Press Release: Ray Wiese of The Wiese Co. Appointed Ethics Committee Chairman for EM-NARI

RAYMOND J. WIESE OF THE WIESE COMPANY APPOINTED ETHICS COMMITTEE CHAIRMAN FOR THE NATIONAL ASSOCIATION OF THE REMODELING INDUSTRY EASTERN MASSACHUSETTS CHAPTER

Natick, MA - January 29, 2008 – Raymond J. Wiese, president of The Wiese Company in Natick has been appointed Ethics Committee Chairman for the National Association of the Remodeling Industry's Eastern Massachusetts Chapter. NARI is the only trade association dedicated solely to the remodeling industry.

Doctors have the Hippocratic Oath. Law enforcement officers pledge to uphold the laws of the land. Professional remodelers of NARI have the NARI Code of Ethics – standard for professionalism within the remodeling industry. The remodeling industry is still a growing field, despite the recent housing slump. Everyone from the Baby Boomers to Gen X-ers is looking to refine and define their homes through remodeling and renovation. Unfortunately, not everyone performing the work is qualified or reputable. "EM-NARI is committed to enhancing the professionalism of the remodeling industry and serving as an ally to our nation's homeowners," says Raymond Wiese, EM-NARI Chairman of the Board & Ethics Committee Chair. "Homeowners should know that membership in EM-NARI is the sign of a professional." Wiese adds, "Each member of EM-NARI pledges to observe high standards of honesty, integrity and responsibility in the conduct of business." The NARI Code of Ethics distinguishes an EM-NARI contractor from any other. It offers homeowners a form of insurance and security-for they know that EM-NARI contractors adhere to the following standards:

- Promoting in good faith only those products and services which are known to be functionally and economically sound, and which are known to be consistent with objective standards of health and safety.
- Making all advertising and sales promotion factually accurate, avoiding those practices which tend to mislead or deceive the customer.
- Writing all contracts and warranties such that they comply with federal, state, and local laws.
- Promptly acknowledging and taking appropriate action on all customer complaints.
- Refraining from any act intended to restrain trade or suppress competition.
- Attaining and retaining insurance as required by federal, state, and local authorities.
- Attaining and retaining licensing and/or registration as required by federal, state, and local authorities

"This appointment is a huge honor," Wiese said. "After serving on the board for many years and as a past President of the Chapter, I was excited to find an area that I could continue to assist the chapter and work on an issue that is so important to me personally."

Bill Farnsworth, EM-NARI President added "Our chairpersons are very vital to the ongoing governance of the association. It is through volunteers such as Ray that our policies and vision are created and carried forward. We are very grateful for their leadership as representatives from the best of the best within the remodeling industry."

As Ethics Committee Chairman, Wiese was appointed when the long term Ethics Chairman, James Marcotte, CR, CLC, CKBR of Dovercraft Inc., thought it was time for "new blood" to take the post and recommended Wiese for the position.

About NARI

The National Association of the Remodeling Industry (NARI) is the only trade association dedicated solely

to the remodeling industry. With more than 7,500 member companies nationwide, the Association -- based in Des Plaines, Illinois, -- is "The Voice of the Remodeling Industry"™. NARI is a professional association whose members voluntarily subscribe to a strict code of ethics. The remodeling market, a \$291 billion industry in the U.S. in 2006, is expected to continue to experience significant growth. It is estimated that more than a million homes per year undergo major renovation or remodeling. For membership information, or to locate a local NARI chapter or a remodeling professional, visit NARI's website at www.RemodelToday.com, or contact the national headquarters office at (800) 611-NARI.

About The Wiese Company

Based in Natick, MA and founded in 1992, The Wiese Company is a member of the Eastern Massachusetts Chapter of The National Association of the Remodeling Industry (NARI), the only trade association dedicated solely to the remodeling industry. Ray Wiese is a past President of the Eastern Massachusetts chapter of NARI. The Company is an award-winning firm specializing in home design and renovation solutions, serving the communities of Wellesley, Weston, Wayland, Newton and surrounding areas. More information is available at www.Wiese.com.