

**Mauricie Technology Innovation of the Year
TEMAVI™ PROCESS FROM RENÉ ST-CYR INC.
SETS NEW STANDARD IN HARDWOOD FLOORING INDUSTRY**

Notre-Dame-du-Mont-Carmel, November 16, 2009 – The TEMAVI™ process from René St-Cyr Inc. is on its way to becoming the new industry standard. The biggest innovation in the industry since 1941 scooped the Innovation & Technology Award at the Desjardins Distinction Gala for the Centre-de-la-Mauricie region.

“We have succeeded in combining two tongue and groove milling parameters for hardwood boards, which has improved quality and allowed us to produce virtually flawless flooring,” said company president Guylaine St-Cyr. “It’s a major innovation for our industry, one that has been enthusiastically received.”

At its Mont-Carmel plant, René St-Cyr Inc. is already using the TEMAVI™ process in the production of its own flooring as well as the floors it is subcontracted to manufacture for its Canadian and American customers. “We have managed to boost our sales by 40% in the past year,” noted St-Cyr, who is proud of her company’s performance, especially given the current difficulties in the wood industry.

St-Cyr now intends to sell TEMAVI™ user licenses to the leading woodflooring manufacturers for whom the new technology will cut production costs considerably. In early 2010 St-Cyr and her team will be attending the industry’s two biggest trade fairs, Surfaces in Las Vegas and the annual NWFA (National Wood Flooring Association) convention in Washington, DC.

“We are working on a new business model for René St-Cyr Inc., and we are sure that the new tongue and groove TEMAVI™ process will go on to become the standard in an otherwise very conservative industry,” said St-Cyr. “There are lots of hardwood flooring manufacturers in North America, and we are sure that many of them will be quick to adopt our new process.”

-30-

Source: René St-Cyr Inc.
www.rene-st-cyr.com

Interviews: Marie Morneau, Public Relations Officer
418-580-1994
marie@mariemorneau.com

N.B. An online video of the TEMAVI™ technology in action is available at
www.rene-st-cyr.com/video.html