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CB/USA and Kohler Co. Announce Building Industry Partnership

New 'Partner in Quality' Provides CB/USA Members with Unique Insight into the Kohler Co. Family of Brands

Washington, DC, May 26, 2009 – Custom Builders USA (CB/USA) is proud to announce their association with Kohler Co. as a National Partner in Quality. This alliance will provide Kohler with preferred access to CB/USA members and provide a forum for the sharing of critical knowledge about Kohler's kitchen and bath products, global power systems and Interiors Group. CB/USA members will benefit from the partnership as they increase their knowledge base regarding Kohler's products, allowing them to deliver the superior quality, innovative design and exceptional performance to their clients that is expected of them in the marketplace and that is synonymous with the KOHLER brand.

“Our partnership with Kohler serves as a strong endorsement of the CB/USA network and is an important indicator of the strength earned in the marketplace by our top-tier custom builders as they work together to improve their businesses,” said Bill Smithers, CEO of **CB/USA**. “As the building industry's strongest network of custom and independent builders, we recognize the importance of high performance products in the homes that our members build, as well as the need for our members to remain on the leading edge of design. Kohler has earned the distinction of being the industry's premier brand in each of their product categories, and our work with their

team will provide our builders with a competitive edge in their local markets. The clients that choose to have their homes built by our members do so based on the product knowledge, attention to detail and overall professionalism that each of our members provides to them. With Kohler's help, our builders will have a broader understanding of the Kohler product lines as well as the technical information needed to educate their clients as to why Kohler is the brand of choice in their homes."

"Kohler's wholesale channel is ready to connect and build business in this important market. This program ensures customers receive high quality products from recognized brands within their respective industries. It's a win-win for everyone involved," said Beth Bouck, director of wholesale channel marketing. "This program underscores the Kohler commitment to longstanding quality. The superior craftsmanship of both the CB/USA group and KOHLER products offer homeowners the highest quality in the industry."

About CB/USA - CB/USA has built the industry's strongest network of custom and independent builders, an elite group that represents 1,600 annual starts and \$1.8 billion in annual sales. Through its use of powerful business systems, superior knowledge, and consistent communications, CB/USA leverages its network's power in the marketplace to deliver consistently competitive pricing, improved levels of service and rebate income to members. Additionally, CB/USA works with its industry partners to facilitate product support and training programs, and provides members with a forum for the sharing of "best demonstrated practices" and critical industry knowledge. CB/USA maintains an extensive database of products and pricing on its national website for use by members as a purchasing tool. The public portion of the site serves as a national/local marketing portal for member companies. CB/USA represents over 230 custom and independent builders in 13 markets across the country.

About Kohler - Founded in 1873 and headquartered in Kohler, Wis., Kohler Co. is one of America's oldest and largest privately held companies. Kohler is a global leader in the manufacture of kitchen and bath products, engines and power generation systems, tile and home interiors, and an international host to award-winning hospitality and world-class golf destinations.