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**FOR IMMEDIATE RELEASE****AZEK BUILDING PRODUCTS MAKES POWERFUL STATEMENT WITH REBRANDING CAMPAIGN AND REVOLUTIONARY NEW PRODUCT LAUNCHES**

Chicago, Ill.—February 4, 2019 – AZEK Building Products, a division of The AZEK Company, debuted its newest ad campaign during the pro football championship last night. The company is in the midst of rethinking its brand under new leadership and the spot is step one in a re-branding strategy for the Chicago-based business. The first among a series of new creative ads that are emotionally engaging and inspiring, the commercial showcases the TimberTech® product lines in imaginative and surprising ways. The full portfolio will debut February 19 – 21, 2019, at the NAHB International Builders’ Show in Las Vegas.

"Our research clearly indicated that consumers want to be inspired, but they also seek reassurance and validation that they are making the right decision," says Jesse Singh, CEO of The AZEK Company. "To deliver on those desires, and to continue disrupting and leading our industry, our marketing will challenge both ourselves and our customers to 'Go Against the Grain'."

Traditionally, the company went to market under both the AZEK and TimberTech brand names. TimberTech will now be the umbrella brand for all decking, railing, porch, paver, fastening and lighting products. The trim and moulding business will be positioned under the newly branded AZEK® Exteriors.

TimberTech’s decking portfolio includes: TimberTech AZEK™, TimberTech PRO™ and TimberTech EDGE™. The AZEK line features the same premium, capped polymer deck collections and materials known previously, but now also includes an enhanced 50-year Fade and Stain Warranty.

TimberTech AZEK’s Vintage Collection® is also launching Multi-Width decking, allowing homeowners to select from wide, standard, and narrow width planks. The TimberTech PRO™ line retains the original, 4-sided capped composite collections, while TimberTech EDGE™ showcases an entire new series of 3-sided capped composite deck boards.

“We launched TimberTech EDGE specifically for the cost-conscious consumer,” says Singh. “Previously, homeowners looking to renovate a wood deck may have opted out of composite materials given the price point. Now, we are offering a more affordable option while still maintaining the technological superiority found in all of our TimberTech collections.”

Also new in 2019 is PaintPro® from AZEK Exteriors. The versatile trim line allows homeowners to customize their curb appeal and forgo traditional white trim around the house, windows, and doors. Customers can select virtually any color they wish to truly make their home one of a kind. This includes a full range of today’s most popular dark colors in vinyl-safe paints – even black. Contractors will get the job done faster with reduced installation time due to PaintPro’s quick dry time.

TimberTech is increasing its commitment to stand behind its products by introducing new, limited warranty benefits on certain product systems for contractors enrolled in the TimberTech Loyal Rewards Program.

TimberTech is also getting a digital makeover with a streamlined website.

“Starting today, visitors can log onto TimberTech.com for an entirely new online experience,” says Jeanine Gaffke, CMO of The AZEK Company. “Our impactful advertising and website are just the first hint at how TimberTech is going against the grain. We’ve hit the ground running. Just wait and see what’s in store for 2019. We’re just getting started.”

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About AZEK Building Products:

AZEK Building Products, a division of The AZEK Company, manufactures home building materials under two divisions: TimberTech® and AZEK® Exteriors. TimberTech offers a premium portfolio of capped polymer and capped composite decking – as well as railing, porch, lighting and paver products – while AZEK Exteriors manufactures distinctly unique trim and moulding. Together the brands present homeowners, builders, architects, dealers and contractors with a comprehensive suite of first-rate products that are long lasting, sustainable alternatives to wood. AZEK is headquartered in Chicago, IL (with plants in OH and PA) and also owns business operations of Minneapolis-based Ultralox railing systems. For more information visit AZEKCo.com or call 1-877-275-2935.