

**For Immediate Release****Contact: Steven Wagner****Phone: (301) 212-9175****BR-111™ Foundation Fosters Social Philanthropy In Brazil**

Miami, Florida, November 11, 2005...BR-111™ announces the establishment of The BR-111™ Foundation, a non-profit organization dedicated to furthering socio-economic progress in Brazil. The foundation concentrates on providing education and social services for under privileged children residing in communities associated with the production of BR-111™ Hardwood Flooring.

BR-111™ pledges a portion of each and every sale of its hardwood flooring products to the foundation. Corporate sponsorships are currently being solicited from BR-111™'s business alliances in the hardwood flooring industry, represented in the manufacturing, distribution, and retail sales categories. BR-111™ seeks to have industry-wide participation in the foundation.

“The BR-111™ Foundation is a long time dream that's becoming a reality,” said Daniel Pagano, vice president and owner of BR-111™. “We're looking for the industry to rally behind the foundation and help us meet the challenge. Many hands make little work,” continued Pagano. “It's time we all step up to the plate and give something back.”

In addition, BR-111™ recently unveiled the Rubens Moraes Educational Institute (RUMO). Working under the umbrella of The BR-111™ Foundation, RUMO is responsible for organizing and administering education and social services to communities that will benefit from the philanthropic efforts of the foundation.

The historic Monte Alegre School, situated in Piracicaba, Brazil, has emerged as the centerpiece of RUMO. Closed for more than a decade and recently renovated through The BR-111™ Foundation, the school will again open for enrollment in the 2006 school year. Forty children, between the ages of three to six years of age will attend the school full-time, receiving education, transportation, uniforms, school supplies and daily nutritional services.

Established in 2005, The BR-111™ Foundation is a registered 510 (C) (3) non-profit organization created to promote socio-economic progress in Brazil. Education and social services for children, coupled with the responsible management of natural resources, represent the cornerstone of the foundation's mission. All contributions are fully tax deductible.

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