

## **PRESS RELEASE**

### **World Wide Wood Network, Ltd., to participate in 5<sup>th</sup> Annual US-Japan Housing and Forest Resources Conference**

June 4, 2001 (Yelm, Washington): World Wide Wood Network, Ltd., will be joining the American Forest and Paper Association (AF&PA), the Softwood Export Council (SEC), and Center for International Trade in Forest Products (CINTRAFOR) in the upcoming 5<sup>th</sup> Annual US-Japan Housing and Forest Resources Conference on Friday, June 15, 2001, in Tokyo, Japan. The event will take place at the Hotel New Otani, Fuyo Room, from 1:30 pm to 5:30 pm. A reception will follow.

World Wide Wood Network™, President and Chief Executive Officer, Thomas J. Westbrook, will be presenting the conference with a demonstration of an e-Commerce working model for buying and selling wood products for the Japanese Housing Industry.

Westbrook is no stranger to providing US wood products and building technology to the Japanese Housing Industry. In 1988, as Executive Director of The Evergreen Partnership, he headed up the Washington Village housing project, a 55 unit western style residential housing project in Hyogo Prefecture, just outside of Kobe, Japan. That project successfully embedded Washington State building products suppliers into the Japanese homebuilding market by focusing on technology transfer, not only product sales.

Now, Westbrook is bringing new technology tools to the Japanese marketplace that have the potential to improve the current transactional processing efficiencies of buying and selling wood products between Japan and North America.

With its proprietary W<sup>3</sup>Net™ solutions, World Wide Wood Network™ delivers to the International wood products and building materials industry, an electronic trading network and set of trading tools that allow the users to conduct business and access critical and timely business information from their desktops in a single location on a 24/7 basis, without regard to geographic boundaries or time differences.

World Wide Wood Network, Ltd., ([www.wood.net](http://www.wood.net)™) is a privately owned company with offices in Yelm, Washington. Although company ownership and management have deep roots in the wood products industry, they have no other current business presence in the industry, making [www.wood.net](http://www.wood.net)™ a truly

independent and neutral trading environment. A wood products company that facilitates the trading and transactional process between buyers and sellers via its *patent pending* W<sup>3</sup>Net™ Trading Exchange, World Wide Wood Network™ provides the global industry with a virtual community and world-class electronic trading network. The company also offers e-Commerce workshops, technical expertise and IT consulting for wood products companies wanting to develop an e-Commerce strategy.

Contact Thomas J. Westbrook, President/CEO, at World Wide Wood Network, Ltd., P.O. Box 2592, Yelm, WA 98597, (360) 458-9800, Fax (360) 458-9801, e-mail [tjw@wwwood.net](mailto:tjw@wwwood.net).