

CORPORATE PROFILE



A WORD FROM OUR FOUNDER

Thank you for your interest in TEMO Sunrooms, Incorporated. This material is intended to provide an introductory overview of our company, product line and key operations. You will learn about TEMO's development as a company and the exclusive features that set a TEMO sunroom apart from any other. Discover where TEMO has been, where we are now, and where we are going.

I hope this information helps to illustrate the experience, excellence and the energetic enterprise that has defined TEMO as North America's largest thermal sunroom manufacturer for more than 30 years. On behalf of TEMO Sunrooms, I appreciate this opportunity to introduce you to our dynamic company.

Giovanni (Nino) Vitale



Founder & CEO,
TEMO Sunrooms, Incorporated



WELCOME TO TEMO SUNROOMS

TEMO Sunrooms is North America's largest manufacturer of thermal sunrooms. We are a privately owned company realizing over \$50 million dollars in annual earnings. Founded in 1971 by Giovanni (Nino) Vitale, TEMO has achieved strong and continuous growth for more than three decades. Sunrooms produced by TEMO are widely regarded as superior in quality, engineering and design. A TEMO sunroom contains more than 20 exclusive features not found in any other thermal sunroom.

TEMO Sunrooms is headquartered in Clinton Township, Michigan. Our corporate offices, in-house corporate marketing department, manufacturing plant, shipping facilities and retail showroom all operate within the three-acre corporate complex. A second retail showroom is located in Canton, Michigan.

Each TEMO sunroom is a custom-designed project and is manufactured individually "to order." More than 90 percent of the components used in a TEMO sunroom are produced on-site, including our exclusive windows certified by the American Architectural Manufacturers Association (AAMA). Our manufacturing process utilizes the most technologically advanced materials and procedures resulting in products designed to last a lifetime.

We distribute our sunrooms through a growing network of over 150 dealers that operate throughout the United States and Canada. Our primary objective is to increase growth by further expansion of our dealer network nationally and internationally.

TEMO Sunrooms was built on a commitment to integrity. This begins with insisting on the highest quality for every product and acting with a strong sense of accountability extending to our customers, business partners and our community.



OUR HISTORY – A GREAT AMERICAN SUCCESS STORY

TEMO Sunrooms' founder and CEO Giovanni (Nino) Vitale arrived in America from Italy in 1967 at the age of 22, driven to succeed. He began in construction, fabricating aluminum skirting for manufactured homes. He soon realized that homeowners desired a gathering place protected from weather and insects, and were frustrated with the lack of existing — and affordable — options.

Employing a trademark belief that "There is no such thing as a problem, only opportunity," Nino Vitale developed an aluminum porch enclosure for the manufactured home. Early enclosures consisted of single-skin aluminum walls built under aluminum carports, then adding a storm door.

With the enclosure's popularity and the continuing success of the skirting business, TEMO incorporated in 1971. TEMO stands for Trust, Enthusiasm, Motivation and Opportunity — ideals that would guide expansion. By 1978, TEMO moved to its current location in Clinton Township, outgrowing its original building in Fraser, Michigan. The new building would expand three times to support the steadily flourishing business.

TEMO's reputation grew as it introduced its product lines to the home improvement industry at trade shows throughout the Midwest. Meanwhile, though homeowners enjoyed the TEMO enclosures, they reported condensation problems related to the cold-conductivity of the aluminum roofs. This led TEMO to design the sunroom industry's first thermal roof, effectively managing the condensation problem, and increasing sales.

By 1972, faster installation was required to keep pace with sales. The answer was another industry-exclusive feature — the thermal Window Wall System. High-performance windows and insulated walls were combined in pre-manufactured sections, enabling quick on-site construction, and providing increased structural strength and overall insulation. With the all-thermal sunroom, TEMO advanced the evolution of porch enclosures and firmly established itself as the industry leader.

TEMO expanded its sunroom operations to include other residential communities by 1975. In 1981 TEMO eliminated its aluminum skirting product line to manufacture sunrooms exclusively. "Do one thing and do it well," Nino Vitale directed. The decision boosted earnings that year from \$1 million to \$1.7 million, an impressive achievement in the recessive economy of the early 1980s.

By 1993, a growing network of dealer distributors brought TEMO sunrooms to homeowners nationwide. In 1995, TEMO opened Tony V's Sunrooms & Spas, a retail showroom with two locations in Michigan. More than 100,000 homeowners nationwide now experience the dream of maximizing the benefits of the outdoors with a beautiful, functional and affordable recreational gathering space. TEMO Sunrooms, guided by the determination of Nino Vitale to succeed, has realized a great American success story.



The TEMO Sunroom Product Line

TEMO Sunrooms developed the current line of sunroom products through an innate understanding of consumers' needs and budgets. Our products offer homeowners state-of-the-art technology in custom-designed thermal sunroom living — enabling a wide variety of styles that fit an equally wide variety of budgets. This strategy allows TEMO to effectively capture significant market share in the sunroom industry. Our complete line of sunrooms includes:

- **The Contemporary** — The Studio, The Cathedral and The California. These sunrooms are our most popular, most affordable and easily adaptable to all home architecture styles.
- **The Ventilated Solarium** is a combination atrium/sunroom, offering a unique curved-eave glass roof for increased sunlight exposure.
- **The Royale Conservatories** (The Victorian and The Edwardian) were introduced to the market in 2001 and offer a premium sunroom that combines an all-glass European design with technologically advanced environment control features.

TEMO's Exclusive Features

Setting the standards since 1971, our sunrooms currently contain 24 unique and exclusive features, with additional innovations in development.

- **The TEMO Roof System** — TEMO revolutionized the industry with the first thermal sunroom roof in 1971 and developed additional structural and engineering innovations that provide superior strength, weather protection, insulation and maintenance-free convenience. These include: **1)** High-density structural thermal foam; **2)** Interlocking tongue-and-groove connection system; **3)** Standing seam; **4)** Aluminum cleat; **5)** Thermally broken hanging rail and an **6)** Integrated gutter with Leaf Guard. **7)** Developed in 2003, our industry-first, patent-pending roof panel offers superior strength and building options.
- **The Window Wall System** — Pre-assembled thermal panels reduce installation time to 1-2 days. Exclusive wall system components provide superior integrity, strength, insulation and durability. Components include: **1)** Treated aluminum extrusions; **2)** Our exclusive, indestructible TEMKOR — a polymer exterior/interior laminate that is lifetime sealed to the industry's thickest thermal Polystyrene insulation core; **3)** Our exclusive AAMA-certified windows and **4)** Our commercial-grade prime entry door.
- **Our HPG 2000 Certified Window System** — TEMO single-pane and double (IG) window systems are among the few in the industry to achieve Gold Label Certification from the American Architectural Manufacturers Association (AAMA) for superior performance in independent testing for structural integrity, theft deterrence, air leakage, water infiltration, sash-to-glass connection and operation ease. Our safety-tempered glass is also UV and dirt resistant.



Engineering Certifications

Every TEMO sunroom is designed and certified to meet or exceed all national building codes. TEMO voluntarily seeks independent testing to certify our products' excellence. Our certifications include:

- International Conference of Building Officials (ICBO) — Roof, walls
- National Evaluation Service — Deck panels
- American Architectural Manufacturers Association (AAMA). *TEMO is among the few sunroom manufacturers to pass this exclusive Gold Label-certification process.*

Product Development Timeline

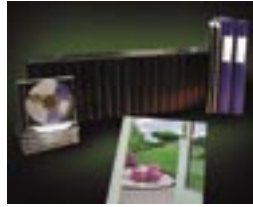
Led by TEMO's on-staff registered engineer, TEMO established and retains its position as a thermal sunroom industry leader through ongoing product development designed to meet both customer demands for innovation, and evolving engineering standards.

- 1971 — Industry-first thermal roof engineered for sunroom use.
- 1972 — Thermal Window Wall panel system; Internal Weep system.
- 1975 — Masonite fiberboard upgraded to Veraplank exterior laminate.
- 1981 — Thermally broken hanging rail; Interlocking tongue-and-groove roof construction system; Standing roof seam; Aluminum roof cleat; Krystal Coat[®] roof protectorant; Extruded gutter system.
- 1982 — Veraplank upgraded to fiberglass exterior laminate.
- 1984 — Integration of 1.5-lb-density structural foam to roof panel.
- 1987 — Roof structural foam upgraded to 2.0-lb-density.
- 1990 — TEMKOR interior/exterior laminate upgrades thermal wall system.
- 1995 — Leaf Guard incorporated to gutter system.
- 1997 — SBA (Structural Bonding Agent) integrated to TEMKOR.
- 1999 — Wall system structural thermal foam core upgraded to 2.0-lb-density.
- 2000 — High Performance Glass with Solar Protection Factor (HPG 2000).
- 2001 — DDS 2000 dirt-resistant external window treatment upgrades performance of HPG 2000 with SPF; Internal steel rods upgrade prime-entry door to commercial strength.
- 2002 — ProTech carpenter ant- and termite-resistant deck panel; E-Z Lift screen.
- 2003 — Patent-pending industry-first roof panel offers expanded strength and building options; Welded corner swing doors; Bella Vista window with retractable screens; Factory traps for Cathedral sunrooms; Exterior channels for brick finish.



Our Dealer Network

TEMO Sunrooms began manufacturing and installing sunrooms locally, in Michigan. Participation in regional trade shows created distribution partnering opportunities with other home improvement and building professionals. TEMO's dealer network began in 1982 and today includes more than 150 dealers in the United States and Canada.



Support and Training

TEMO leads the sunroom industry by providing its dealers with unparalleled corporate support and training from start-up to expansion. A dedicated force of Manufacturer's Representatives is the foundation of the corporate support system. This progressive and sunroom-industry exclusive approach has been instrumental in TEMO's steady growth.



TEMO University training (under the direction of TEMO Corporate Marketing) covers every aspect of business including Sales, Marketing, Installation and Administration. Dealer certification is achieved upon successful completion of the full training program.



TEMO University's extensive training courses may be attended at TEMO Sunrooms' corporate headquarters. Or, dealers may request on-site training provided by their Manufacturer's Representative, who also provides full on-site initiation training to prepare new dealers for all aspects of business.

The most powerful training materials in the industry, developed by TEMO Corporate Marketing, support TEMO's comprehensive and interactive training programs.



Awards Programs

Each year, TEMO Sunrooms recognizes outstanding achievements by dealers and sales personnel, through our annual Dealer Convention and National Recognition Banquet. The four-day event is combined with sales training workshops, new product rollouts and entertainment, providing a unique opportunity for our dealers to be recognized not only by TEMO, but by their peers. Sales personnel are honored for volume achievements and dealers are recognized for notable accomplishments from Rookie of the Year to Dealer of the Year.



CORPORATE RELATIONSHIPS

TEMO Sunrooms is an exceptionally qualified business partner. We pioneered the concept of bringing sunroom SFI (Sales, Furnish, Install) programs to retailers, with our earliest SFI participation realized with Forest City. Our corporate-led SFI participation expanded to include retailers such as Hechingers, Builders Square, HQ and Lowe's Home Improvement. This provided the foundation of expertise that we apply to our current SFI programs with Sam's Club and the Garden Ridge Home Décor and Craft Stores. In addition, many of our dealers have been selected by local venues to participate in regional SFI programs.

Our product and SFI experience provides our partners these benefits:

- Uniqueness of product assures a positive addition to the store's existing SFI program base.
- TEMO sunrooms yield a superior sales-per-square-foot ratio.
- TEMO sunrooms require zero inventory storage or stock labor.
- TEMO sunrooms provide a high profit margin per unit.
- The high per-unit price of a TEMO sunroom increases the store's monthly gross sales volume.
- TEMO dealers' face-to-face marketers are trained to serve as store ambassadors, providing a positive, professional image and an additional customer service representative off the store's payroll. Face-to-face marketers participate in store orientation training, and voluntarily master store layout and product location to assist store customers.
- TEMO and its affiliated dealers provide an internal customer service system for the sunroom product, eliminating dependence on or depletion of store's customer service resources.



TEMO YESTERDAY, TODAY & TOMORROW

Nino Vitale founded TEMO Sunrooms on the promise to provide an affordable, attractive, functional home improvement product, constructed of the highest quality materials, designed to last a lifetime, and backed by uncompromising customer service.

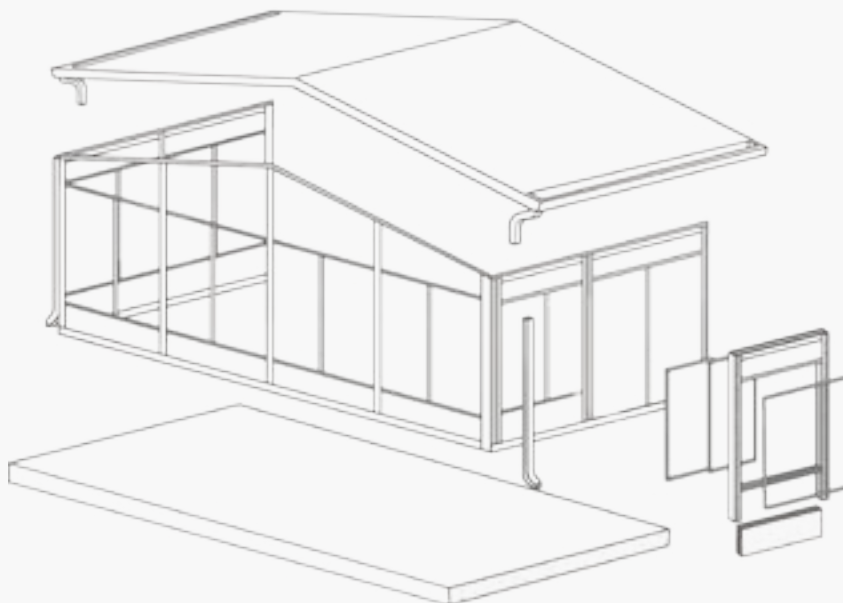
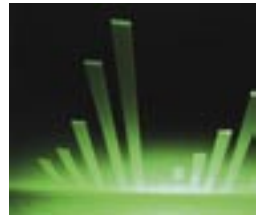
For more than three decades, consistently delivering that promise of excellence has enabled TEMO Sunrooms to sustain a long track record of growth and achievement. This excellence is produced by the dedication and vision of our leadership and team members who share that vision.

And now, TEMO moves into the decades ahead charged for expansion. Our pool of talent, resources and wealth of experience perfectly positions us to aggressively develop improvements to our product, manufacturing and installation processes — without overlooking timeless standards.

Our strong dedication to growth is evident by our foresight in preparation to achieve our goals. Our production facilities are designed and equipped to effortlessly quadruple our current output, enabling seamless and immediate expansion.

Expansion is achieved as we continue to provide our dealers with training and strategic marketing assistance to increase their penetration in our existing markets. New territories will be developed through increasing our dealer network. Our short-term goal is to increase our US dealer base to over 200 by 2005. Our 5-year plan provides the blueprint for achieving a US dealer base of 400. Our 10-year plan takes us into international territories. We will expand our current markets in Canada, and establish new markets in Europe, Mexico and South America.

We will maintain a sharp focus on anticipating consumer lifestyle desires, measuring our product improvements by how well we deliver today what our customers will want tomorrow.



TEMO **sunrooms**

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