

INTRODUCING NEMEON

From the developers of AMAROK, a new cooperative has been born. Inspired by the existing roofing distributors that are currently members of AMAROK, the new co-op will be a parallel enterprise operating in tandem with AMAROK.



A STRATEGIC ALLIANCE THAT MAKES SENSE

The AMAROK board has worked diligently over the last nine months to establish a strategic path. When the first phase of this continuous process was complete, we identified that strategic alliances with other cooperatives were a key factor in our plan. This type of alliance was deemed important because it would accelerate our market presence, provide stronger economies of scale on certain core and non-core products and services, and provide a broader base of cooperative knowledge from which we could make good decisions about our future path.

We searched for a suitable alliance partner. The first real opportunity presented itself in May of this year. Ten of our AMAROK members were interested in a cooperative solution that insures their future in the area of roofing distribution. Each of these members is a split enterprise and is qualified as both a GSD (Gypsum Specialty Dealer) and an RSD (Roofing Specialty Dealer). Frustrated by our attempts to find a suitable alliance partner, it occurred to us that the perfect alliance partner was as simple as creating a parallel cooperative to serve the roofing distribution industry. After careful planning with the AMAROK board, and due consideration for the future of AMAROK, we agreed on a path that would quickly generate an alliance partner for AMAROK.



In order to achieve our shared objectives, we needed to develop a name and identity that compliments AMAROK's image.

THE PRIDE OF NEMEON

On September 8, 1999 the vision took form. NEMEON, Inc. was born. The five founding directors, all members of AMAROK, came together to make the new business a reality. These gentlemen, listed below, have already shown tremendous dedication to the initial organizational process.

Chairman of the Board

Ken Rosenberger - Gulf Coast Roofers & Builders Supply - Houston, TX

Director/ Secretary/ Treasurer

Gary Hodges - Hodges Building Supply- Fresno, CA

Directors

Scott Smith - Cascade Gypsum & Building Supply - Bend, OR

Brent Walker - CB Wholesale, Inc. - Bellingham, WA

Stan Martinkus - Western Materials, Inc. - Yakima, WA

THE COOPERATIVE ADVANTAGE

NEMEON was designed from the start to have a synergistic relationship with AMAROK. We will use a cooperative format to split overhead costs between the two organizations. The existing AMAROK team will manage the daily operations of both organizations. Gained efficiencies through shared systems will result in a lower cost structure for both organizations, benefiting both members and vendors.

Other important advantages include:

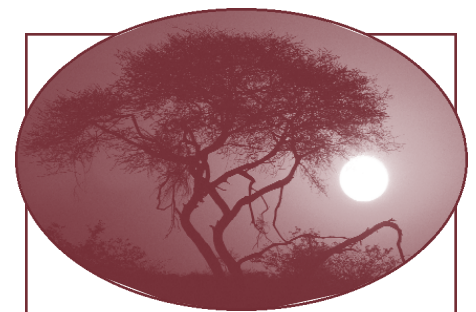
- A stronger presence overall in the building material industry.
- Greatly strengthened positions with vendors who serve both the roofing and gypsum industries.
- A broader member base from which we can better negotiate non-core products and services on behalf of our members.
- A broader knowledge base which serves as our framework for understanding the building materials distribution world.
- A partner to share the cost of Information System development, which is so critical to our future.

COOPERATION AMONG LIONS

So, what do wolves and lions have in common? Their ability to cooperate. They embody courage, strength and cooperation. NEMEON, one of the most respected lions in ancient history, signified power and determination. The king of beasts are the consummate social animals, rising above all obstacles to work together toward one common goal...survival. Living in prides and united by mutual interests, lions can prepare for any threats to their survival, exemplifying the evolutionary circle in which a cooperative society is forged. In the spirit of the lion, NEMEON serves to insure the survival and success of Independent Roofing Specialty Dealers.

The next few months are sure to bring us exciting news on every front. Take pride in what we've achieved and enjoy the good things to come.

If you are interested and would like to receive more information, please phone us at (480) 831-6118.



SERENGETI PROVERB

Every morning in Africa, a gazelle wakes up. It knows it must run faster than the fastest lion or it will be killed. Every morning a lion wakes up. It knows that it must outrun the slowest gazelle or it will starve to death. It doesn't matter whether you are a lion or a gazelle, when the sun comes up; you'd better be running.