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FOR IMMEDIATE RELEASE

ActiveYards® Launches New, Innovative Website

-The leading American fence manufacturer takes their business to the next level with solution-based approach

Cleveland, OH (February 14, 2014) – ActiveYards® is pleased to announce the launch of their new and improved website, <http://activeyards.com/>. The modern layout and design is built exclusively with the consumer in mind. ActiveYards strives to provide well-defined solutions for each and every homeowner, and the new website does just that.

Why ActiveYards.com?

Tackling any home improvement project can be quite an undertaking. Purchasing a new fence is no exception. That's why ActiveYards is committed to providing clearly-defined solutions for every need. Whether a homeowner is seeking privacy, a pool boundary, security or simply a decorative addition to their yard, ActiveYards is committed to providing a solution-based approach from the very initial stages of the shopping experience, all the way to the final steps.

ActiveYards takes everything up a notch by empowering each customer with a series of choices. From the style and material grade all the way to the actual installation, the website's navigation is designed to guide the customer, step by step, through detailed options. With three ways to shop, select and install, ActiveYards provides solutions for every customer, all from the comfort of their own home. If a question arises at any point during the shopping experience, the new website is extremely responsive and includes ActiveYards' phone number on every web page. ActiveYards' certified pros are also standing by in showrooms throughout the country.

"The new website is an excellent representation of our business model. We are committed to providing logical and realistic solutions for each and every homeowner in the marketplace," says Peter Fickinger, General Manager of ActiveYards.

Additionally, ActiveYards.com contains downloadable brochures, installation instructions, real life installation photos, frequently asked questions, DIY tips and how to videos, among several other consumer-friendly features. With an extensive product offering at multiple price points combined with exceptional customer service, ActiveYards is sure to have a solution for every homeowner on the market for a new fence. Visit ActiveYards.com to learn more and to determine which solution is best for you and your home.

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About ActiveYards®:

ActiveYards® is backed by its parent company, Barrette Outdoor Living. Barrette Outdoor Living is the North American leader in consumer fence manufacturing. Barrette currently produces and markets exterior home products under a variety of leading brand names through specialty retailers, home centers and lumberyards. The nearly 50-year-old company employs over 1,000 associates in the United States and Canada and is headquartered in St-Jean-sur-Richelieu, Quebec, Canada. Domestic sales and marketing is based in Cleveland, Ohio. The company is privately owned and operated by the third generation of the Barrette family.