



WOODPELLETS.COM ANNOUNCES NEW LEADERSHIP ***NH-based renewable fuel company poised for new growth***

December 21, 2011 – Goffstown, New Hampshire

The nation's largest on-line retailer of wood pellets is beefing up its management team with a new CEO. Tim Loucks is taking the helm at Goffstown, New Hampshire-based WoodPellets.com with an eye toward bringing the company to the next level. The company's founder, Jon Strimling, will remain active as a board member and consultant.

Mr. Loucks served most recently as General Manager for Burlington, Vermont-based Husky Injection Molding Systems, the leading global supplier of capital equipment to the injection molding industry. In his nine years at Husky, he streamlined existing operations while adding new plants in emerging markets to increase capacity and reduce cost. Prior to Husky, Loucks served in an assortment of operating roles with International Paper, Case Corporation and Webvan. He completed his undergraduate education at the United States Military Academy and received an MBA from MIT.

"I'm thrilled to join the WoodPellets.com team at such a pivotal time," said Tim Loucks. "The industry is growing as more and more people learn about the benefits of wood pellet heat, and this team delivers top quality fuels and provides customer service the way it's meant to be. It's exciting to be part of this green revolution."

Strimling anticipates a strong year ahead for the company under the direction of a leader with fresh eyes and ideas. "Building this business over the past five years has been an honor and a thrill. I'm looking forward to seeing WoodPellets.com continue to thrive under Tim's leadership. It's an exciting time for both this company and the industry, as so many people turn to wood pellets for a more cost effective, greener heating fuel."

Wood Pellet Heating

Wood pellets are a highly efficient heating fuel made from clean, compressed wood by-products. Sustainable, domestically produced, and cost-stable, wood pellets help to create local jobs while simultaneously reducing dependency on fossil fuels. More information is available at <http://www.woodpellets.com/about-wood-pellets.aspx> or www.forgreenheat.org.

About Woodpellets.com

WoodPellets.com is the nation's leading online retailer of wood pellet fuel, offering home delivery service throughout New England. Renowned for award-winning customer service and the highest quality pellet fuels, WoodPellets.com is committed to making clean, green heat available and affordable. For more information, please visit www.woodpellets.com.

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