

CODDING STEEL FRAME SOLUTIONS APPOINTS CHAMBERS AS COO

Rohnert Park (CA) – 24 July 2007

Coding Enterprises is pleased to announce the appointment of Thomas Chambers as Chief Operating Officer of Coding Steel Frame Solutions (CSFS), the latest addition to the Coding family of businesses. CSFS will manufacture panelized steel framing solutions for the commercial and residential market as well as for the redevelopment of Sonoma Mountain Village.

Prior to joining CSFS, Chambers was the Vice President of Operations at WorkRite Ergonomics where he successfully drove operational excellence and customer satisfaction initiatives resulting in increased profits. Chambers also spent seven years in operations roles at JDS Uniphase. His responsibilities included Director of Operations for the Applied Photonics Division, management of a 450 person optical fabrication plant in Fuzhou China and oversight of key contract manufacturing for the Commercial Lasers Division.

Chambers earned a Master of Science degree in Applied Mechanics from Stanford University and a Bachelor of Science degree in Mechanical Engineering from UCLA.

Brad Baker, President and CEO of Coding Enterprises says "We are pleased to have someone of Tom's caliber join us on what will undoubtedly be an exciting venture in developing sustainable building materials and practices."

Chambers has been active in the community serving on the Healdsburg City Council, including one year as Mayor, and as a member of the Healdsburg Design Review Committee for five years. In his free time he has been involved with youth sports both as a coach and as past president of the Healdsburg Youth Soccer board.

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About Coding Steel Frame Solutions (CSFS)

The concept behind CSFS emerged at the beginning of 2007, when the parent company Coding Enterprises, strengthened its commitment to the environment and deep sustainability. The CSFS factory is housed in a 100,000 square foot building in Sonoma Mountain Village, Rohnert Park, which features 90,000 square feet of solar panels that provide electricity for running the operation. Although it is structured as an independent company, CSFS will have the resources and backing of Coding Enterprises which has decades of expertise and experience in the building industry thus giving the new company a significant competitive edge.