

## About TORLYS Leaders

### **Peter Barretto, President and CEO**

Peter Barretto is President and CEO of TORLYS and shares ownership with partners Anibal Claudino and Fernando Luz. Barretto's optimism, enthusiasm, resourcefulness, and "Can Do" spirit leads TORLYS through times of change with conviction, determination and remarkable success.

Barretto has 30 years experience in the flooring and wood products business. In 1988, he developed the hardwood flooring division for Woodstock Forest Products and soon afterward joined Xylotech, a small manufacturer of unfinished hardwood flooring. He joined TORLYS in 1991 as Marketing Director and became President and CEO in 2000.

In 2002, Barretto was asked to start up the Quick-Step USA program and became the President & CEO of Quick-Step® USA, while maintaining his TORLYS position and responsibilities. After the initial team and strategy was in place, Peter returned Quick-Step management responsibility to his Belgian counterparts and concentrated 100% on TORLYS Inc.

Barretto has been actively involved in numerous flooring industry associations: FIO, NWFA, Euparal, and most recently the North American Laminate Flooring Association (NALFA) where he serves as Co-Chairperson for the Marketing Committee. He is a member of the Young Presidents Organization, and Moderator for his forum group.

### **Anibal Claudino, Chief Operating Officer**

Anibal Claudino is one of TORLYS' founding partners. After a corporate restructuring in 2000, he was appointed Chief Operating Officer (COO). As COO, Claudino continues to play a critical role in TORLYS ongoing successes, managing business operations of TORLYS, and is responsible for all aspects of Operations, IT and Finance.

Claudino works with the CEO to create and implement TORLYS strategic business development plans and corporate direction. He interacts extensively with division heads to provide leadership for all business activities, identifying potential risks, opportunities, and recommended actions.

A seasoned, performance-driven, entrepreneurial professional, Claudino has past experience in Operations, Logistics, and Sales. Prior to establishing TORLYS, Claudino enjoyed a successful career in the paint accessories industry where he spent 13 years as National Sales Manager. Prior to that, he managed a large distribution centre for a national office supply company.

With a 20-year track record as a hands-on executive, Claudino is fully involved in all strategic and operational aspects of the company, reducing costs, improving efficiencies and grounding numerous sales and marketing initiatives.

### **Fernando Luz, President, LISTOR**

Fernando Luz is one of the TORLYS founding partners and was instrumental in the initial development of TORLYS. In 1992, Luz utilized his 20 years experience in the building and floor covering industry, and moved from Canada to Portugal to launch LISTOR, a TORLYS sister company. LISTOR services the Portugal and Spanish flooring markets.

Luz is currently President of LISTOR, and has been successful in bringing a focused approach to the European market, making LISTOR one of the leading floor covering companies in Portugal. Luz has also been successful in introducing Quick-Step products to Portugal.

TORLYS & LISTOR are part of the Euparal Group, which is an international association of wood flooring distributors with representatives from 13 countries. TORLYS is the only North American company member in the association.

**ABOUT TORLYS Smart Floors**

Started in 1988, TORLYS is a fast-growing global flooring company, specializing in beautiful, easy-to-install, easy-to-maintain flooring solutions. 100% of TORLYS branded products are environmentally responsible and are engineered using the patented Uniclic joint. TORLYS has an extensive product selection in re-useable hardwood, laminate and cork floors. -- just unclick and reinstall in another room. In 2008, three new TORLYS products are being introduced in its inaugural "Naturals" line -- Leather, TerraWood and Organix. For more information on TORLYS products, visit [www.torlys.com](http://www.torlys.com).

-- 30 --

For further information, contact:

Karen Deel

Brand Manager

TORLYS Smart Floors

(905)696-2392

Email: [karend@torlys.com](mailto:karend@torlys.com)