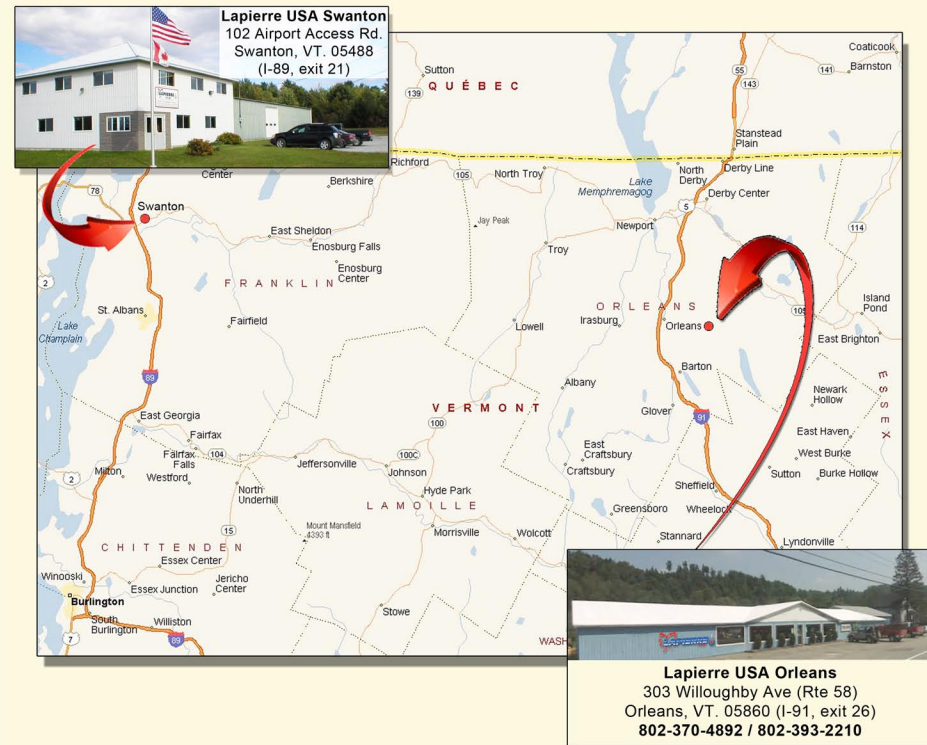




Orleans, VT

November 2nd, 2012
8:00 AM to 4:00 PM

Grand Opening



Lapierre USA is proud to announce the opening of a new store and distribution facility in northeastern Vermont. The 16,000 sq. ft facility is located just minutes from I-91 at 303 Willoughby Ave in Orleans, VT. A well known location to local sugarmakers and the former location of Desmarais Equipment who sold tractors and snowmobiles among many other items.

Donald Lapierre, owner of Lapierre USA says "We need to expand to serve the growing needs of our customers. We had the option to expand our Swanton, VT facility but opted for a 2nd location. We feel that this will provide a better service to our existing and future clients. Less travelling means that they can spend more time in the sugarbush where it counts."

Karen Stanley will be managing this store. Karen is well known to sugarmakers and has been working with them at our Swanton, VT location for more than 5 years. With her experience and knowledge of our products and systems she is the ideal candidate for this new position. We wish her luck and success with this new promotion.



Bucky Shelton, who joined Lapierre USA in September, will be based out of this location as well. Bucky, from Glover, VT, is well known to sugarmakers all across the country. A sugarmaker himself for more than 34 years, he was a pioneer in introducing the cross-flow evaporator to the US market. He started selling the Waterloo brand in 1980 and later in 1987 opened the Waterloo USA store. As a technical advisor, Bucky will be available to assist our current distributors and customers alike with all of their needs.



Along with Karen and Bucky, this location will have the complete support of the Lapierre USA service team. We are certain that the product choice and after sales service will be second to none providing essential services to our distributors and customers that only a fellow sugarmaker could understand. **After all, Maple is our Business.**