



Huttig Launches New Website

ST. LOUIS, MO, February 16, 2017--Huttig Building Products (Nasdaq:HBP), one of the nation's largest wholesale distributors of millwork and specialty building products used principally in new residential construction and home improvement, recently launched a new and improved website. The new website was rebuilt from the ground up in order to ensure ease of use and features that optimize the customer experience.

"Huttig's new website embodies our multi-year *Easy for You* campaign, in which we have made it our promise to provide our dealer customers with the best and easiest experience in the industry," Greg Gurley, VP of Marketing at Huttig, said. "This site proves it's not just words—we're taking tangible steps to deliver an unmatched experience, whether in-person or online."

The new www.huttig.com provides dealers across the country with localized information they need regarding products, services, promotions, building industry trends, technical documents and other useful content.

"We're committed to helping our dealers get the tools and information they need to be successful in today's ever-changing building industry through digital content and our *Dealer Digest* newsletter program, now more accessible than ever and built into the core experience of the website." Bernie Ferrari, Director of Marketing at Huttig, said. "Plus we are working with our suppliers to maximize their product and brand presence giving them an unprecedented ability to more effectively communicate their message down the channel to the dealers who sell their products."

Features include:

- Localized experience that assigns a user to the branch nearest them
- Simplified user experience with streamlined navigation
- Expanded products section with the ability to highlight product information and featured content from an unlimited number of suppliers
- Regularly updated library of content
- Enhanced investor relations and career pages
- Responsive design so the user experience is consistent regardless of their device

Experience Huttig's new website now at www.huttig.com.

About Huttig

Huttig, currently in its 132nd year of business, is one of the largest domestic distributors of millwork, building materials and wood products used principally in new residential construction and in home improvement, remodeling and repair work. Huttig distributes its products through 27 distribution centers serving 41 states. Huttig's wholesale distribution centers sell principally to building materials dealers, national buying groups, home centers and industrial users, including makers of manufactured homes.

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