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Humboldt Redwood Company Updates Various Initiatives

FOR IMMEDIATE RELEASE -- Scotia, Calif. (March 30, 2016)

Humboldt Redwood Company, LLC (HRC) was formed in 2008 through the reorganization of the Pacific Lumber Company (PALCO). HRC operates with a mission of managing timberland utilizing a high standard of environmental stewardship and at the same time operating as a successful business.

HRC consists of more than 209,000 acres of redwood and Douglas-fir timberland in Humboldt County, California. It also includes a sawmill located in Scotia, California. HRC is a sister company to Mendocino® Redwood/Mendocino Forest Products and Allweather Wood®. In total the combined companies are one of the largest producers of Forest Stewardship Council® (FSC®) certified lumber on the West Coast.

In 2009, HRC timberland was evaluated by and received certification from the FSC. Certification has continued to be achieved annually. FSC was created and is supported by many of the leading environmental organizations in the country (www.FSCUS.org). FSC Certification is awarded when an independent evaluation of a company's practices meet the FSC established standard of responsible forest management.

HRC has a policy of transparency and offers to take anyone to the place of their choosing in HRC's forestlands. Given the historic interest in these timberlands, and the public nature of the 2008 reorganization, HRC is updating its employees, neighbors and community members on progress on a number of initiatives.

HARVEST RATE

From 1995 until the reorganization, PALCO, the previous owner, harvested at an annual average rate of 187 million board feet (MMBF) per year. That harvest declined from a high of 295 MMBF in 1996 to a low of 82 MMBF in 2007.

HRC was formed with a public discussion of harvest rates and a commitment to reduce harvest rates in near and intermediate timeframe (at least 20 years). Specifically, HRC declared, very publically, a ten year harvest rate to average 55 MMBF per year with an expectation that harvest could increase to 80% of forest growth by the end of the twentieth year.

Through the end of 2015, the HRC average annual harvest has been 53 MMBF per year; with a high of 62 MMBF in 2008 and a low of 25 MMBF in the depths of the 2009 recession.

The HRC average annual harvest represents a 33% reduction from PALCO's low harvest and a 71% reduction from PALCO's average annual harvest.

In the eighth year of operation, and with the completion of a re-inventory of the entire property, HRC is updating its long term harvest plan for its forestlands from this date forward. We estimate the annual harvest rate to average by decade for the next 50 years:

Next 10 Years	55 MMBF
Years 11 to 20	70 MMBF
Years 21 to 30	95 MMBF
Years 31 to 40	120 MMBF
Years 41 to 50	145 MMBF

HRC's updated harvest expectations will be formalized in a new "Option A" regulatory filing submitted to Cal Fire and it will be available to the public at www.HRCLLC.com at the same time.

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OTHER INITIATIVES in THE FOREST and SAWMILL

Upon commencement of operations in 2008, HRC ended the use of traditional clear-cutting and implemented an old-growth policy which has protected old growth down to single trees. (www.HRCLLC.com/key-policies/old-growth/)

HRC road managers have removed or stabilized over 400,000 yards of sediment from streams, creeks, and rivers, the equivalent of 40,000 dump truck loads. The company has storm-proofed and improved over 500 miles of roads. These efforts have resulted in improved and restored habitat for aquatic wildlife. (www.HRCLLC.com/news/lawrence-creek-a-new-habitat-restoration-approach-on-the-west-coast/)

In an effort to produce the best products possible from the timberland, HRC has invested over \$20 million in the Scotia sawmill to add state-of-the-art flexibility and efficiency. The most recent investment was the acquisition of the Scotia CoGen plant, reuniting the Scotia sawmill and related power plan for the first time since 2008 (www.HRCLLC.com/news/scotia-power-plant-coming-back-online/). HRC continues to employ more than 250 employees in the forest, sawmill and sales.

In 2013 and 2014 a joint effort with Humboldt County and Green Diamond Resources resulted in a \$1.5 million dollar television advertising campaign highlighting the benefits of building with strong, beautiful redwood. You can find the series along with other advertising on HRC's YouTube Channel (<https://www.YouTube.com/watch?v=kwZWp6l0ieQ>).

HRC continues to make investments in marketing redwood. Over \$15 million dollars has been spent by HRC developing television, radio and social media ads, creating continuing education for architects, and touring over 1,000 Redwood University participants to visit the timberlands and sawmill. In fact, HRC was awarded the AIA Architectural Digest national award for our advertising in 2015. (www.GetRedwood.com/architects/)

MORE INFORMATION

In 2008 many PALCO employees, community members, environmental organizations, regulators, politicians and neighbors stood with HRC believing that the former PALCO could still be run as a successful business and as a good steward of the land. The Company and employees have worked since that time to meet the expectations of all who stood with the Company, along with the community at large.

The FSC certification reports, fact and data sheets, forest inventory and an enormous amount of additional information may be found at www.HRCLLC.com. Please follow Humboldt Redwood Company:

Facebook	/HumboldtRedwood
Twitter	@GetRedwood
Instagram	/GetRedwood
LinkedIn	Humboldt Redwood Company

Transparency has always been a key value of our business. Inquiries about HRC or arranging a visit to the forest, at the place of your choosing, can be made at www.HRCLLC.com/contact-us/.