

**For Immediate Release**

## **Gutter Protection Company Inks Deal with Do It Best for Gutter Genius® DIY™**

**Richmond, VA (April 16, 2007)** – Richmond, Virginia based gutter protection company Gutter Genius LLC ([www.guttergenius.com](http://www.guttergenius.com)) has secured national distribution with Do It Best Corporation and its network of more than 4,100 independent store members across the United States.

The new Gutter Genius® DIY™ is a high quality do-it-yourself gutter protection system that installs quickly and easily with the patented Gutter Genius® clip. It performs equal to or better than expensive branded products at a fraction of the price, and Gutter Genius® DIY™ is a solid aluminum product with no holes, no mesh and no mess. Easy step-by-step instructions are included on every retail box, and Gutter Genius® DIY™ can be installed in minutes with a screwdriver and metal snips or heavy scissors.

“We’re delighted to be working with Do It Best and their members,” said Tim Staub, President and CEO of Gutter Genius LLC. “Through this partnership, Gutter Genius® DIY™ will offer high quality, easy-to-install gutter protection to homeowners and contractors nationwide at a price that makes other branded products look outrageous.”

Gutter Genius LLC has designed an attractive new retail package specifically to meet Do It Best members’ needs. Each Gutter Genius DIY product is accompanied by a 15-year limited manufacturer’s warranty.

Gutter Genius® initiated operations in October 2006 to professionally install a unique new product on homes across America through independent franchises. Its first Gutter Genius® franchise is located in its home city of Richmond, Virginia.

### **About Gutter Genius LLC**

Gutter Genius LLC is a gutter protection installation company and inventor of gutter protection products based in Richmond, Virginia. It manufactures its gutter protection products through its affiliation with Elko Products Company, a Richmond-based home building products manufacturer. Since 1983, Elko has manufactured more than 22 million feet of gutter protection products. For more information, visit [www.guttergenius.com](http://www.guttergenius.com).

### **About Do it Best Corp.**

Based in Fort Wayne, Ind., Do it Best Corp. is the only full-service, U.S.-based, member-owned hardware, lumber and building materials buying cooperative in the home improvement industry. With annual sales of \$3 billion, Do it Best Corp. is the second largest co-op in the industry, serving 4,100 member-retailers in the United States and in 45 foreign countries.

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