



Brand Services

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Paul Wood Named President & CEO of Brand Services

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January 1, 2005 --- (St. Louis, MO) --- Paul T. Wood has been named President and Chief Executive Officer of Brand Services, Inc., the company announced today. John M. Monter, who previously held these positions, will continue to serve as Chairman of the Board.

As President & CEO, Wood will be responsible for all aspects of Brand's near term and long term operating and financial performance. In this role, he will also be named as a member of the company's Board of Directors.

In making the announcement, Monter said that the Board of Directors made the decision to bring in a new President to increase the breadth of the company's management resources and to better position Brand to achieve the next phase of its long term growth objectives.

Wood joins Brand from GE, where he spent 15 years in a series of functional and general management assignments. Most recently, he was General Manager of GE's Installation & Field Services business, a worldwide provider of installation and maintenance services for the utility, refinery and chemical industries.

Monter said "Wood's experience uniquely positions him to hit the ground running at Brand because the business models of the two companies are remarkably similar, as are the operating philosophies, which are highlighted by a focus on total customer satisfaction and ensuring a safe work environment for our team members".

Continuing in his role as Chairman of the Board, Monter said that he will work closely with the Board and Wood to identify, acquire and integrate related companies. Since 1998, Brand has acquired and integrated nine companies, a strategy that has expanded the company's geographic foot print and widened its range of industrial services.

Brand Services, Inc. is the largest provider of scaffolding services in North America, with major market positions in both the industrial and commercial business segments. The company, which generated \$347 million in revenues in 2004, employs 5,500 team members and operates 54 service centers throughout the United States and in Canada.