

PRESS RELEASE

AMISH CABIN COMPANY, www.amishcabincompany.com

Important Factual Corrections Concerning Our Shepherdsville, KY Cabin Sales Competitor

Ashland, KY- February, 24, 2016- We have reviewed the public website of our cabin sales competitor in Shepherdsville, KY, and we have also received feedback from our cabin prospects who have been in contact with this competitor.

Based on the above information, it has unfortunately become clear to us that certain false implications are being communicated to the public by our Shepherdsville, KY competitor, namely:

1. They are the “main office” for the sale of these specific cabins.
2. They own the Amish cabin production shop where the cabins are built.
3. Selling these cabins is their “only business”, which they operate “full-time”.
4. Our company’s cabin pricing policy, offering a low price guarantee for the identical cabin delivered to the identical site, is somehow “unethical”.

Each of the above implications or statements by our Shepherdsville, KY competitor is false:

- a. We are in no way affiliated with our Shepherdsville, KY competitor. They are our competitor, nothing more, and nothing less. They sell the identical cabins as we sell, built by the identical Amish crew, in the identical Amish shop, with the identical materials and processes/inspections, and delivered by the identical trucking companies.
- b. Our Shepherdsville, KY competitor does not own the cabin production shop, nor do we. The production shop is owned by the Amish businessman who founded it, funds it, and operates it daily with his Amish crew.
- c. Our Shepherdsville, KY competitor’s staff also sells backyard storage sheds and gazebos, many on a “rent to own” basis, which clearly requires some amount of their time to market and occasionally repossess. Our company, Amish Cabin Company, sells only these cabins.
- d. America remains the greatest country in the world due to free market capitalism. Companies are free to compete for customers based on price, quality, and service. Instead of being “unethical”, our company’s lower pricing is due to a superior business model built on a lower cost overhead structure, with those savings passed on to you, our valued customer.

On the very important topic of pricing, please carefully read our Shepherdsville, KY competitor’s website’s published pricing and compare such to ours. You will note we include free delivery of cabins within 200 miles of Elizabethtown, KY, and also include a free tankless water heater with each cabin purchased. As of 2/24/16, our Shepherdsville, KY competitor offers neither of these products/services as included in their current published pricing. This represents approximately a \$2,000 cost advantage we provide to you with our cabins, versus our Shepherdsville, KY competitor, when comparing true “apples to apples”. We also offer a 3% discount for orders of 3 or more cabins at a time.

At Amish Cabin Company, we look forward to earning your cabin business in the future, based on ethical business practices, price, quality, and service. Be assured we will provide you with straightforward information to guide you in your dream cabin purchase, and we will not seek to confuse you with false implications as some other companies do.

We are a Better Business Bureau accredited business with an A+ rating, have a 100% positive Ebay user feedback rating, are members of the Ashland, KY Chamber of Commerce, and are a KY registered LLC in good standing. Please see each of these credentials, and much more information, at our website www.amishcabincompany.com

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