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DENARK-SMITH, INC. BECOMES DENARK CONSTRUCTION, INC.

KNOXVILLE, TENN. - Denark-Smith, Inc., a Knoxville-based construction company, announced today that the firm name has officially changed to Denark Construction, Inc. as of January 1, 2001. The firm was founded as Denark, Inc. in 1985.

On the heels of launching a new logo that helped mark the firm's fifteenth anniversary in 2000, the name change helps to solidify the company's image. "We wanted a graphic image that was bolder and easier to read," reports founder/CEO Raja Jubran. "The positive reaction to our new logo led to a return to the simplified version of our name."

"The Premier Builder of Choice"

2000 also marked an important milestone for the firm, whose vision is to be "the premier builder of choice." Based on an annual business plan projecting revenue targets for each year, the company has enjoyed steady growth. Company revenues reached over \$54 million, topping its \$50 million goal during 2000. In 2000, Denark was also named, for the fourth time, as one of the 25 fastest growing firms in East Tennessee through the Excel Award program.

Denark Construction, Inc. is a full-service general contractor / design-builder / construction manager with nearly one-half billion dollars in commercial, industrial and institutional construction contracted since its launch in 1985. At present, the company enjoys over \$165 million work-in-progress, including Knoxville's Convention Center, The Knoxville News-Sentinel headquarters, Knox Area Rescue Ministries, Maryville City Schools, a Chattanooga Jaguar dealership, the Deerfield Village shopping center in Atlanta, Stowers Machinery, Seymour Heights Christian Church, Gatlinburg Town Square, and Theragenics. The firm recently completed work on the Digital Crossing project, and second expansion for Malibu Boats, repeat work for AT&T, a communications center for MCI-WorldCom, NBC Bank- Farragut branch, and the Knoxville-Knox County Animal Welfare Center.