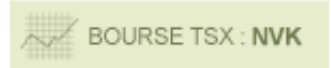




FEBRUARY/ MARCH 2008
VOL.6

Novik on the stock Exchange



Novik Inc. was registered on the TSX Venture Exchange on October 4, 2005 using the stock symbol NVK. Visit our Investors site at www.novik.com for more information.

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Awards



MÉRITE COMMERCIAL DESJARDINS

Novik has received the December Mérite Commercial Desjardins Award for its excellence in development, construction projects and innovation. This award places Novik as a finalist for

Company of the Year (Entreprise de l'année) for the Capitale-Nationale and Chaudière-Appalaches regions.



INNOVATION 2007

At the Innovation Awards Gala held at the St. John's Convention Centre in Newfoundland, Novik walked off with the 20/20 Magazine Canadian Innovation Award for new product design and commercialization.

In collaboration with CMA (Canadian Manufacturers & Exporters), the event was a huge success. The company had presented its three latest innovations for the competition: its Novislate and Noviclay roofing systems, and its brand new siding model, Cedar Plank. The Canadian Innovation Awards honor the achievements of Canadian companies whose innovative ideas have set them apart in today's competitive market. These awards go to Canada's innovation leaders who combine global vision with Canadian excellence. **Stay tuned...**

Finances

The 2007 fiscal year will be marked by new heights in sales and profitability. Indeed, the significant cost reduction efforts made since the second half of the previous fiscal year and our success in several global distribution niches have confirmed Novik's potential. We will have achieved our goal of getting Novik back on track to profitability as of 2007. We are currently preparing our annual report, which will be available at the end of March after approval by the Board of Directors. Note that our Annual Meeting is scheduled for Thursday, May 29, 2008, and the presentation of our 2007 financial results as well as our goals for the coming year will be discussed.

What's new!

WEBSITE

Novik is proud to announce the launch of its new website, and invites you to take a look and explore its new features.

More attractive and complete, it also offers not only all the technical information you need about our products, but also news, project photos, testimonials and various programs that appeal to both consumers and industry professionals.

Visualization tools like "Interactive houses" and "Create the home of your dreams" give you a taste of the construction and renovation projects available with Novik products.

Our Smart and Novexpert programs invite contractors and retailer-installers to join the Novik team and enjoy numerous advantages.

Architects have access to our technical specification guides, and can link to Arcat.com for more information.

All our financial documents, press releases, stock information and relevant links are available in the Investors section.

Plus, we recently gave all our product brochures a fresh new look. Visit our Documentation Center to download and print them.

At www.novik.com, we extend a warm welcome and hope you will find the tool extremely useful.

Sales & Marketing

UNITED STATES

On the American market, Novik counts some fifteen agencies that participate in promoting our products and increasing sales. Among them, Whitley Sales has been particularly successful with our product line for 2007. Whitley Sales is an integral part of our sales growth plan. It sells over \$600,000 USD annually and has set a goal of passing the \$1 million mark for the next few years.



Sales & Marketing

INTERVIEW WITH SCOTT GLOUSE WHITLEY SALES-ALABAMA

What explains your success with Novik products in 2007?

My success in 2007 and all past and future performances can be attributed to my customers. I am very fortunate to have a great working relationship and superb customer loyalty for which I am very grateful. You must be different from your competition and bring value which I have achieved along with valued long term relationships and friends that I can consider partners in my business. Listening to the customer's needs is very important since no two are alike. "Know your Customer." It is this adaptability which makes our business a constant evolving and challenging one. By providing a niche, you must give the customer a reason to buy from you given that they have so many choices out there. Novik's line of products provides me this opportunity with its innovative exterior solutions and its quality. I am very committed to Novik and appreciate the opportunity they have afforded me along with their continued support.

What do you foresee with Novik products in 2008?

We enter a very challenging year but yet with much opportunity. The slowing economy is something we cannot control and one must work harder to achieve one's goals. My goal is to make Novik the #1 choice for specialty shakes. To achieve this, we need a total team effort which includes but not limited to:

- 1) Strong name recognition/Image
- 2) Market positioning
- 3) Quality of Product/Realistic look
- 4) Consistency
- 5) Customer Service
- 6) Marketing Support/Product development
- 7) Shipping

We will need repeat business as well as develop a new pipeline. We must communicate our many benefits such as ease-installation, free maintenance, unique, esthetic and quality and create this valuable proposition to generate excitement. I succeed when the customer's expectations are met and exceeded. With my passion for excellence along with a high standard of service, value and integrity; I welcome the many opportunities that still exist. Sometimes you only get one chance to make it happen.

MAJOR AGREEMENTS

Major distribution agreements have been concluded with three large American companies such as:

Menards Inc., which already distributes our siding, has expanded its Novik collection, offering Novislate roofing and our new Cedar Plank in its 250 branches in the American Midwest.

Our Cedar Plank, Novislate and Noviclay roofing systems, gable vents and all our mounting blocks are sold under a private label by Alcoa Home Exteriors.

OVERSEAS

Export sales saw an impressive surge during 2007. A 450% increase compared to the prior year is in large part related to the quantity of containers sold to Russia, where construction is currently on a strong rise and our products enjoy broader recognition. Novik is gaining market share on its competition.



High-performance Polymer Coverings and Accessories Systems

Human Resources

We are pleased to announce the arrival of the following new employees since the last issue of INNOV:

Sales, Marketing and Customer Service

To better support our current customers and enable us to meet our sales growth goals, we added three people to our Sales team: **George Lyons**, responsible for Ontario, the Prairies and British Columbia; **Sal Cortese**, responsible for the United States - East Coast; and **Don Skaggs**, responsible for the US - South. They will manage their regions with support for our current and potential customers as well as our sales representatives. These new team members all bring industry experience to the table to help us achieve our growth goals for the next fiscal year.

Vincent Métivier has also joined our Marketing team. He will contribute to the team as a Marketing Analyst.

Manuela Damico and **Hélène Milette** are now an integral part of our Customer Service team. They have experience in sales support and will help our customers, our representatives and our vendors with answers to their questions.

Engineering

Martin Forget and **Mathieu Piché** have joined our Engineering and R&D team to help us improve existing products and study the design and feasibility of new projects. They will also contribute to our productivity improvement projects.

Administration

Our administrative team now relies on the talents of **Isabelle Dufour** and **Carole Carrier** to ensure Novik's daily operations run smoothly.

Plant

We have the good fortune to welcome **Carole Vallée** to our ranks as supervisor of our Shipping team. Carole has extensive experience in shipping supervision and will help our shipping team manage an increasing number of shipments in the near future.

Finally, we hired several new team members to our Injection, Painting and Shipping teams to respond to our increase in production capacity explained by our sales growth. Thanks to **Caroline, Anne-Julie, Dominique, Danny, Hugues, Yoann, Ariane** and all the other team members for their efforts during the last few months.

We wish everyone the best of success in their new responsibilities.

Productivity

PRODUCTION/PLANT

In order to support our current growth and better respond to our customers' needs, we have hired two new Shipping supervisors. In addition, a planned Logistics Coordinator position has been created. This is a strategic position that will be responsible for constantly evaluating our production and warehousing capacity in relation to our sales and inventory levels. The Coordinator also recommends equipment necessary to ensure adequate production.

In the Painting department, we have increased production capacity due to the great popularity of our painted products with our existing customers. New quality procedures have been successfully implemented during recent months, in collaboration with Production Engineering. The goal of these procedures was to maximize the quality of our products already on the market. We are currently studying the feasibility of painting new products like our new Cedar Plank and roofing systems, in order to offer new color choices to our current and potential customers.

In Injection, we have acquired a new press in order to support the increase in demand for our roofing and siding products. We have also added certain equipment to improve our production chain efficiency.

Have a good quarter!

R & D

IMPROVING

During the upcoming weeks, all models of mounting blocks and gable vents will be modified. Our mounting blocks can already be adjusted when locking to fit the siding. Now, we will be able to adjust the lock to infinitely more positions, for all siding between $\frac{3}{4}$ and $1 \frac{1}{4}$ inches thick. Plus, the modifications made to the assembly system for the two components will make installation easier.

This assembly system will also be used on our gable vent models, giving them adjustment flexibility and simplified installation. Our team is also preparing for the arrival of a new corner to go with the new Cedar Plank released in 2007.

Easy to install, the polymer corner will perfectly reproduce the texture of our cedar plank. It will be available this spring.

INNOVATING

A new roofing system will be released in 2008. Novishingle is a system of polymer cedar shake panels that recreate the rustic look of wooden roofs typically found in certain regions. Subjected to the same rigorous tests as those in our two other models, the Novishingle polymer contains additives that ensure increased resistance to the extreme climatic conditions it is exposed to.

TRADE SHOWS

Novik recently participated in the 2007 JAPAN HOME AND BUILDING SHOW. Located in the heart of Tokyo at the Tokyo Big Sight, the Japan Home & Building Show is the country's largest construction industry exhibition, drawing more than 90,000 visitors every year. This exhibition is an excellent opportunity to meet representatives, importers and distributors. Novik seized the opportunity to hire an experienced representative familiar with the Japanese market, which is known to be difficult to "conquer".

Upcoming:

EXPO HABITAT QUÉBEC, February 20-24, 2008:

Novik returns again this year to open itself to the general public, as nearly 50,000 visitors are expected at the 24th edition of this home show, which will take place at the ExpoCité Centre de foires.

JLC LIVE NEW ENGLAND, March 28 and 29, 2008 in Providence, Rhode Island:

JLC Live will take place at the Rhode Island Convention Center, and its 13th edition will host more than 200 exhibitors (manufacturers, distributors).

This large show draws construction professionals from the states of Rhode Island, Massachusetts, Connecticut, New York, New Hampshire, Vermont, New Jersey, Maine and Pennsylvania.



PHOTO GALLERY



About Novik

Incorporated on August 2, 1995, Novik stands among the leaders in manufacturing and commercializing innovative polymer-based siding and roofing that replace traditional materials such as stone, brick and wood shingles at a lesser cost. At first specialized in siding, we soon extended our expertise to roofing. Our target market is the residential and commercial construction industry.

The recipient of several awards in 2005, for our influence beyond Quebec and the quality of our exports among others, Novik is a manufacturing company in the full flush of development, with 50-60% growth for the past five years. Novik's distribution network extends to Canada, the United States, Russia, Poland, Ukraine, Australia, Spain and Korea. Some 100 people work to constantly redefine our standards of quality and innovation. For more information, **visit our website at www.novik.com**.

Winning Firm



Gala des
Grands
Québécois

Mercuriades
2005

Industrial Production

ACIP
Québec

Exports Category



Mérite commercial Desjardins
June 2005 -December 2007

Fidéides 2005 Exports Category -SME

Fidéides 2006

Finalist for Business of the Year



Innovation 2007

NOVIK

www.novik.com