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FOR IMMEDIATE RELEASE

From: **Fred Sitter, Marketing Communications Director**

Duro-Last® Hosts 2009 National Sales Seminar in Daytona Beach, Florida

Saginaw, Michigan – October 28, 2008 – Duro-Last Roofing, Inc. will hold its 2009 National Sales Seminar, January 25-27 at the Hilton Daytona Beach Ocean Walk Village in Daytona Beach, Florida. The Seminar, an annual event, honors authorized Duro-Last roofing contractors for their sales achievements during the previous year, and includes several educational sessions that cover a variety of roofing and business management topics. This year's Seminar will also feature guest speakers Jim Pancero and Paul Montelongo. Both are noted authors and have extensive corporate training experience.

“The Theme of this year's Sales Seminar, ‘Above & Beyond,’ truly captures the spirit of our contractor network,” said Steve Ruth, Vice President of Sales and Marketing at Duro-Last. “In a year with multiple national economic challenges, many of them in the construction area, our contractors have continued to demonstrate a solid commitment both to Duro-Last sales opportunities and to providing exceptional service to their customers. We're proud to recognize them at this event.”

Nearly 1,000 people attended the 2008 Duro-Last National Sales Seminar in Orlando, Florida.

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the "World's Best Roof"®. Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial or industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, punctures, and high winds. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com.*

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