



525 Morley Drive
Saginaw, Michigan 48601
800-248-0280
FAX: 800-432-9331
www.duro-last.com

FOR IMMEDIATE RELEASE

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

Duro-Last® Roofing System Re-Endorsed by Best Western As Preferred Vendor

Saginaw, Michigan – September 10, 2008 – Duro-Last Roofing®, Inc., a national manufacturer of thermoplastic commercial roofing systems, announced that the company has been re-endorsed by Best Western International Inc., as a preferred vendor. As an endorsed roofing supplier, Duro-Last is approved by Best Western for potential installation in more than 2,400 North American hotels.

Duro-Last's custom-prefabricated, reinforced single-ply roofing system provides a quality-assured product manufactured in a controlled factory environment, a process that eliminates up to 85% of rooftop seaming. This amounts to savings in labor costs and improves the long-term performance of the roofing system. Duro-Last is proud to be a "charter partner" in the ENERGY STAR® Roof Products Program, sponsored by the U.S. Environmental Protection Agency. The highly-reflective white membrane delivers real energy cost savings for building owners and managers. All of this plus a 15-year full warranty that has no exclusions for ponding water and provides coverage against consequential damages that result from defects in the material and installation workmanship, make it an exceptional roofing choice for Best Western hotels.

One satisfied customer, Steve Gaines of the Best Western Hilltop Inn of Redding, California said, "We have realized a substantial energy savings by using the Duro-Last roofing

system. In addition to receiving \$3,000 in energy rebates, there was no disruption to our business during the installation.”

Steve Ruth, Vice President of Sales for Duro-Last, said, “We’re excited to receive this endorsement. Duro-Last has a long history of supplying high-quality roofing systems to this world-class hotel chain, and we look forward to many more years of partnership with Best Western.”

About Duro-Last Roofing, Inc.

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 membrane roofing system that is ideal for any flat or low-sloped commercial and industrial buildings. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, and high winds. For more information, please call **800-248-0280** or visit **www.duro-last.com**

About Best Western International

Best Western International, Inc. is THE WORLD’S LARGEST HOTEL CHAIN, providing marketing, reservations and operational support to 4,200 independently owned and operated member hotels in 80 countries and territories worldwide. Founded in 1946, this iconic brand is host to approximately 400,000 worldwide guests each night. A pioneer within the industry, Best Western is recognized for its distinctive member-owned business model and diverse hotel portfolio. The company continues to innovate and enhance both the business and leisure travel experience. Since 2004, Best Western has served as the Official Hotel of NASCAR. For more information or to make a reservation, please visit **www.bestwestern.com**

####