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FOR IMMEDIATE RELEASE

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

Duro-Last® Roofing, Inc. Announces New Roofing Blog Added To Web Site

Saginaw, Michigan – October 15, 2008 – Duro-Last Roofing, Inc. is pleased to announce the addition of a roofing blog to its web site. This Internet tool is one of a new generation of web-based social media applications that businesses are increasingly using to strengthen relationships with their customers and pursue new business opportunities.

The purpose of the Duro-Last blog is to communicate with readers about roofing industry issues, while enabling readers to respond to posts with their own comments. The Duro-Last roofing blog will provide a forum for key Duro-Last personnel to interact with building owners, architects, roofing contractors, and other stakeholders in the industry.

Blog content will include, but not be limited to:

- *Roofing industry news*
- *Sustainability (cool roofing, photovoltaic and garden systems, other environmental issues)*
- *Roofing system purchase considerations*
- *Duro-Last projects*
- *Faces of Duro-Last*

“The growing sophistication of contractors and others in the buildings industry, and their increasing use of new electronic communication tools have spurred us to introduce our blog,”

said Fred Sitter, Duro-Last Marketing Communications Director. “We’re excited about this new way to keep in touch with our customers and the commercial building and construction market as a whole.”

The Duro-Last roofing blog can be found at: www.duro-last.com/blog. There is also a link on the Duro-Last home page: www.duro-last.com.

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 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, and high winds. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com.

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