

August 6, 2008



To: Trade Media – **FOR IMMEDIATE RELEASE**

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## **Duro-Last® Shows Solid Growth With Record Sales Month**

SAGINAW, MICHIGAN --- Although some roofing manufacturers have seen a decline in sales and the new construction industry as a whole is down in 2008, Duro-Last® Roofing, Inc. has continued to set a successful pace with a record sales month in July.

Duro-Last sales were 23% above last year's sales for the same month.

"In spite of ongoing uncertainty in the commercial construction market, Duro-Last continues to show solid growth," said Steve Ruth, Vice President of Sales at Duro-Last. "This is due to several factors, including strong demand for energy-efficient and sustainable roofing systems, our ability to maintain competitive pricing due to manufacturing efficiencies, and increasing awareness of the quality and value of the Duro-Last roofing system."

According to roofing industry statistics, numerous roofing segments have declined in 2008, including rubber (EPDM), modified bitumen, built-up roofing (BUR), and other asphalt-based products such as shingles. Increasing fuel costs and availability issues have affected the prices of some these roofing systems, industry sources note. However, the demand for thermoplastic single-ply roofing systems has increased.

“Many commercial building owners are choosing to replace their old roofs with energy-efficient and sustainable roofing systems that will last a long time,” said Ruth. “Duro-Last has always been strong in the re-roof segment and we have been fortunate to experience several record sales months in 2008 for an increase of about 5.2% over last year. We’ve had many consecutive years of records sales, and we’re on pace for another one in 2008.”

One of the driving forces of Duro-Last’s success is the company’s new “White Equals Green” campaign, which focuses on how the white Duro-Last Cool Zone® roofing system is the wisest “green” choice for building owners.

The white Cool Zone membrane is “green” with respect to environmental responsibility, money saved by reducing a roof’s life-cycle cost, and providing exceptional watertight protection under a rooftop garden installation.

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 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 Duro-Last Roofing, Inc. at 800-248-0280 or visit [www.duro-last.com](http://www.duro-last.com).

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