

MonierLifetile®

News

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FOR IMMEDIATE RELEASE

**BUILDING INDUSTRY RECOGNIZES MONIERLIFETILE'S
LEADERSHIP AND INNOVATION**

Noted industry publications and surveys give MonierLifetile top ranking

IRVINE, Calif. (February 2008) – MonierLifetile continues to demonstrate leadership in the building industry with yet another year of industry recognitions commending the high-quality innovation and builder's preference for its roofing tile products and system components. Leading single-family and custom home builders and architects concur - the brand they use most is MonierLifetile.

Peninsula Publishing, producer of the number one publication in the western U.S. homebuilding market, *Builder and Developer*, along with *50+ Builder*, *Residential Contractor* and *OPTIONS for Today's Fine Homes*, honored MonierLifetile in its 2007 Annual Building Products Brand Survey. Named as the 2007 winner in the roofing category, the survey highlights products that home builders, purchasing agents, architects, interior designers and residential contractors with major buying preference most prefer.

Hanley Wood, publisher of *Builder* magazine, recognized superior brands, along with those that builders identify and use most, in their annual Brand Use Study. Since 2002, MonierLifetile has been acknowledged as the leader in the categories "Number One Brand in Brand Use (in the last two years)," "Brand Used Most," and "Brand with the Highest Quality Rating." MLT has also been a frequent recipient of *Builder's* "Builder's Choice Design & Planning Award, Building Design Leader."

Home Builder Executive magazine, has once again acknowledged MonierLifetile in its annual brand surveys, with both single-family builders and custom builders – which measures the concrete tile brand used most. Over the past five years (for all of these categories), MonierLifetile also continues to secure the *Home Builder Executive's* Innovation Award in the

concrete tile roofing category; and this year secured HBE's 2007 Partner of Choice Award in tile roofing.

MonierLifetile's decades of experience in developing high quality roof tile products has resulted in authentic replications of clay, cedar shake and slate. Products like Boosted Barcelona, MonierLifetile® Madera and Hartford Slate compliment a variety of architectural designs, and provide all the benefits of a concrete tile roof.

The performance of concrete tile has been further enhanced through the expansion of MonierLifetile's Roof System Components line. These products deliver a structurally superior roof as well as improving installations; reducing water, damming and leakage issues; and increasing ventilation. Additionally, all climates and regions can benefit from the MonierLifetile Energy Efficient Roofing System, which reduces the amount of heat penetrating the conditioned space by 50% - resulting in a 22% reduction in energy consumption*.

MonierLifetile actively participates in the Tile Roof Institute (TRI); and provides regional training and technical support for both contractors and builders. Additionally, industry professionals can attend their Innovations In Tile Roofing regional seminars – which provides AIA credit for architects.

For more information about MonierLifetile and its concrete tile roofing systems, visit www.monierlifetile.com or call 1.800.571.TILE (8453).

About MonierLifetile

Based in Irvine, California, MonierLifetile is the leading U.S. manufacturer of premium, high quality concrete tile roof systems. MonierLifetile has 14 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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*Study Cited: Steep-slope Assembly Testing of Clay and Concrete Tile with and without Cool Pigmented Colors – October 2005.