

MonierLifetile®

News

Media Contacts: Shannon K. Benton
sbenton@kleberadvertising.com
and Lyndsey Forster
lforster@kleberadvertising.com
770.518.1000

FOR IMMEDIATE RELEASE

MONIERLIFETILE DONATES A ROOF TO COVER A MILITARY FAMILY IN NEED

ABC's Extreme Home Makeover benefits family in Kansas City

IRVINE, Calif. (February 2008) – MonierLifetile, the nation's leading manufacturer of concrete roof tile, was recently offered the opportunity to once again participate in the creation of a new home for a family in need. The sustainable home will be showcased on the ABC's hit show, "Extreme Makeover: Home Edition" early this February.

Daniel Gilyeat, a father of four, lost his leg while serving as a marine during his second tour of duty in Iraq. Maintaining a positive look on life since the tragedy, the single father will now watch as his former inaccessible 912 square foot home grows to a 2,900 square foot ranch-style dwelling. The home will be suited for wheelchair access to become fully functional for Gilyeat.

"MonierLifetile has collaborated with Extreme Makeover: Home Edition before in California and Las Vegas. Our local team here in Kansas City was honored to help the Gilyeat family," comments Mike Middleton, local sales manager for MonierLifetile. "The donated roof provided by MonierLifetile was a Harvest color in the Villa style profile, and will last the lifetime of the structure. Our tiles are rated to help protect the home, and are highly resistant to fire, hail and freeze-thaw conditions. They will also help insulate the home and increase their energy efficiency."

"Obviously, we had a choice of roof materials, but when you are showcasing your home in front of millions on prime time television, we wanted immediate curb appeal. With MonierLifetile, the mission was accomplished. For the customer, they receive the ultimate in durability and performance, with lasting beauty and value," said Kevin Green, President of Kevin Green Homes.

The local Kansas City residential developer and custom homebuilder, Kevin Green, has made a difference within the area by participating with Extreme Makeover: Home Edition on three separate episodes. While Green has achieved unparalleled success and growth in his own building business, he has dedicated significant amounts of time to support initiatives that he values. True to Green's heart is promoting diverse groups working together in the community.

"Kevin Green builds are within the top 5 projects of all Extreme Makeover: Home Edition episodes. He is a master at motivation and leading people to take charge," Diane Korman, Senior Producer, Extreme Makeover: Home Edition.

Century Roofing in Shawnee, KS donated the labor to install the roof tile on the home. A crew of 37 installed the roof in 24 hours, working through an entire night to complete the project. "It was a challenging project and everyone involved was really surprised that we were able to complete the roof in the time we did, especially with its size and all the cuts," commented Eric Hinrichs, division manager for Century Roofing in Shawnee, KS. "With that said, we are very happy that we participated and I think it meant a lot to our whole crew that we were able to help the family."

The Gilyeat family's 2-hour episode will air on ABC on Sunday, February 10 at 8/7pm Central.

For more information about MonierLifetile and its concrete roof tile systems, visit www.monierlifetile.com or call 1-800-571-TILE (8453).

About MonierLifetile:

Based in Irvine, Calif., 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.

###