

MonierLifetile®

News

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**MONIERLIFETILE'S MADERA GRACES THE ROOF OF THE NEW
AMERICAN HOME AT THE 2008 INTERNATIONAL BUILDERS' SHOW**

Sustainable concrete roof tile adds beauty and function to the innovative home

ORLANDO, Fla. (February 2008) –At the 2008 International Builders' Show, MonierLifetile is proud to participate in NAHB's New American Home, their annual show home celebrating 25 years of building innovation and cutting-edge design. Designed by the Sater Group and built by Robertson Homes, the plantation-styled New American Home will debut during IBS and will showcase how a more efficient, durable home can be built without sacrificing style.

The New American Home is not only the official IBS showcase house, but is also a for-sale product. Most of the features and innovations in the home are accessible to both builders and consumers for integration into their own homes, regardless of the price point, achieving equivalent energy savings.

"The MonierLifetile® Madera roof was ideally suited for TNAH™ for two reasons," stated Dan Sater, president and CEO of the Sater Companies, and architect on the project. "First, the durability and energy efficiency of a concrete tile roof fit the sustainable and green building goals we were trying to achieve. Second, I was striving to design a home that combined innovations with the familiar, comfortable feeling that traditionally-styled homes evoke. Since the MonierLifetile® Madera tile itself is both inventive and aesthetically traditional it really fulfilled my vision."

The 6,725 square foot home will incorporate NAHB's Green Building Guidelines and include Energy Star ratings as well as receive *Green* Certification by the Florida Green Building Coalition.

"When we selected the Madera roof tile from MonierLifetile we felt it would be the best fit for the plantation style home we were going to build. Once we installed the tile and saw the final product, we were overwhelmed by our selection. It was ideally suited for the home, stated

Charles Robertson, President of Robertson Homes and builder of the TNAH project. "We later heard that MonierLifetile® Madera was a favorite among architects and I can now see why. I want to thank Monierlifetile for their involvement in The New American Home 2008. They are great partners to work with."

Registered attendees of the 2008 International Builders' Show can tour the home during exhibit hours at no charge by taking a shuttle bus from the convention center to the home. A ticket is required and can be obtained at *Transportation Central* located in the C hall of the Orange County Convention Center.

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, 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.

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