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FOR IMMEDIATE RELEASE

**MONIERLIFETILE EXPANDS ITS E-COMMERCE
PLATFORM AND SERVICES**

IRVINE, Calif. (February 2008) – Responding to consistent growth in the use of online web services, MonierLifetile, has expanded its current e-Commerce program and service offering to benefit all industry channel members including builders, architects, distributors and roofers.

In 2007, approximately 96 percent of MonierLifetile’s sales were represented by customers who did business through the My MLT portal accessed through the Company’s web site at www.monierlifetile.com.

“MonierLifetile’s Web services have made doing business easier and faster,” said Sandra Tucker of Bradco Supply in Ft Lauderdale, Florida. “Before I had to wait for my roofer’s purchase order to be faxed over, create a purchase order in my system, then input the order on My MLT. Now, my customers create orders online and then I just go in and apply my purchase order to it and save. It doesn’t take me 10 minutes to create an order anymore.”

MonierLifetile’s e-commerce services allows for all users to set up individual membership accounts specifically relating to their business. A few of the e-Commerce programs found on My MLT are listed below and can be accessed based on what type of an account a customer may have:

- **SOS** (Sales Order Status) – users can check the status of online orders
- **DOD** (Documents on Demand) – members request immediate receipt of MonierLifetile’s most frequently requested reports and documents
- **SOE** (Sample Order Entry) – sample orders can be made and tracked online
- **PQM** (Project Quote Maintenance) – vehicle to create new projects that include or exclude MonierLifetile pricing

In addition to these new Web services, MonierLifetile now provides a business partner request form where architects and builders can request to be paired up with recommended roofers in order to complete a project.

Furthermore, MonierLifetile recently announced its freight delivery service to “sold-to” customers – distributors and direct roofers - anywhere in the continental U.S. where there is no distribution services available. The program is offered through the My MLT portal at the time of order and provides delivery from our manufacturing locations to anywhere in the U.S. at competitive rates. Customers can enter their orders on-line, choose the freight option and receive a confirmation with the freight cost.

For information on the many e-commerce applications offered by MonierLifetile, visit www.monierlifetile.com and choose the My MLT button from the home page.

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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