

MonierLifetile®

News

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FOR IMMEDIATE RELEASE

**MonierLifetile Concrete Roof Tile Products Certified
for Hail Impact Protection**

***Homeowners now qualify for insurance rate reductions
with State Farm Insurance***

IRVINE, Calif. (August 2008) – The insurance industry’s recognition of the recent certification of MonierLifetile products through the Roof Covering Impact Certification Program sponsored by *Architectural Testing (ATI)* will have positive implications for homeowners and builders in U.S. hail regions providing further confidence in the product’s known durability and performance in all climate regions.

In an average year, hail causes more than \$1.6 billion worth of damage to residential roofs in the United States, making it, year in and year out, one of the most costly natural disasters. Hail storms occur most frequently in hail alley, which lies predominately within the states of Texas, Oklahoma, Colorado, Kansas, Nebraska, and Wyoming.

In 2004, an industry-wide test for concrete roof tile was conducted using the Factory Mutual (FM) 4473 testing methodology. This test requires that tile be impacted in 3 different locations

by ice balls ranging from 1 ¼” to 2” in size. The ice balls are shot at terminal velocity and each tile tested has to withstand 6 hits each. To successfully complete the test, the tile has to withstand the hits without breaking the tile (or showing any visible cracks), using the different sized ice balls for each test.

Measurements/Performance is as follows:

Class 1: 1 ¼” ice balls

Class 2: 1 ½” ice balls

Class 3: 1 ¾” ice balls

Class 4: 2” ice balls

The test results showed that MonierLifetile’s standard weight flat tiles achieved the highest rating of Class 4 and all other products attained a Class 3 rating. The Roof Covering Impact Certification Program references the Factory Mutual testing methodology and lists the certified products on their website at www.archtest.com. State Farm Insurance now lists the approved products’ certification on their web site at <http://www.statefarm.com/insurance/other/roofinfo.asp>.

Homeowners can now choose the certified MonierLifetile products and reap the benefits of utilizing a product that protects their property from hail damage. Both existing and new homeowners with a MonierLifetile roof can contact their insurance provider with the completed form signed by their contractor and request a rate reduction.

Beyond the hail belt, MonierLifetile products have proven to protect homes from inclement weather in hurricane zones, high snow country, and in the heat of the Sunbelt areas. With innovative roof system components to match the needs of the climate, the company has proven that building with concrete roof tile equals longevity of the structure. MonierLifetile is leading the green building trend from the top with its Energy Efficient Roof system giving building owners a sustainable and long-lasting roof that increases air flow from the eaves to the ridge resulting in 20% energy savings year on year. Since concrete tiles can last as long as 100 years, the material indirectly reduces construction waste which accounts for a sizable portion of total landfill space. Additionally, concrete tile is not a petroleum-based product, as asphalt shingles are, and therefore its cost is not vulnerable to oil price fluctuations.

“We are very pleased to certify our products through the Architectural Testing-sponsored certification program, and to have the recognition from the insurance industry. It further confirms the legitimacy of our claims that tile is the most durable and high-performing roofing product available, no matter which climate it is installed in,” stated John Renowden, MonierLifetile Product Manager.

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.

About Architectural Testing:

Architectural Testing, a leader in performance testing, verifies compliance to standards and validates conformity to codes, among their wide range of certification services. Architectural Testing’s sponsored and administered certification programs provide manufacturers, such as MonierLifetile, the opportunity to distinguish their products from those that are non-certified. Product certification marks and certification services play critical roles in the selection process of buyers, contractors, specifiers, distributors, regulators, and others who make important decisions about the integrity and acceptability of a product or service.

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

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