

MonierLifetile™

News

For Immediate Release

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INNOVATIVE NEW ROOF TILE PRODUCTS MAKE MONIERLIFETILE A TOP CHOICE AND AWARD WINNER

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MonierLifetile's goal of "changing the way people think about roofs" was acknowledged in 2004 by the building industry with recognition commending quality and innovation.

"Home Builder Executive" once again named MonierLifetile a winner in three categories. Builders were asked, "What manufacturers do you view as most innovative this year in roofing?" and MonierLifetile was named #1 in that category. MonierLifetile was named "Brand Used Most" by 59% of the builders polled and "Brand Used Most" by 56% of custom home builders polled. MonierLifetile won these categories in 2003 and increased their percentage point rankings in 2004.

The 2004 Brand Use Study sponsored by Hanley-Wood, publisher of "Builder" magazine, surveyed the product brands that builders recognize and use most, as well as the brand's quality. MonierLifetile was the front runner in the following categories: "Brand Used By Builders"; the "Brand Used Most"; and the "Highest Quality Rating". MonierLifetile is listed under the Product Category: Clay/Concrete/Synthetic roof tiles.

MonierLifetile has been since 1999 a consistent brand leader in the categories of "Brand Used By Builders" and "Brand Used Most". For the second year in a row, MonierLifetile was featured on the Grand Winner Project of The Year home for "Builder" magazine and on a Merit Winner Home. The Grand Winner for Project Of The Year was Northside Community Center and Mabuhay Court in San Jose, CA (Mike Lodeon L&D, Builder and David Baker & Partners, Architects). The Merit Winner Home was Mirasol at Celebration (The Bove Company, Builder and Looney Ricks Kiss, Architects).

The architectural community also gave MonierLifetile high marks with "Architecture" Magazine recognizing the company as one of the architectural industry's best manufacturers with the 2004 Architect's Choice for Excellence (ACE) Award. Now in its third year, the "Architecture" ACE Awards have enabled the architectural

community to vote for the products and services that exemplified excellence in durability, customer service, value and design.

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About MonierLifetile: With headquarters in Irvine, Calif., MonierLifetile LLC, is the nation's leading manufacturer of concrete roof tile. Backed by the strength and financial resources of Lafarge SA based in Europe, and Boral Ltd. based in Australia, MonierLifetile employs more than 1350 people at 13 manufacturing plants and service offices throughout the United States. For the ultimate in value, durability and lasting beauty choose MonierLifetile – the nation's leading manufacturer of concrete roof tile. Additional information about MonierLifetile or its products can be found at www.monierlifetile.com. Or write to MonierLifetile, 7575 Irvine Center Drive, Suite 100, Irvine, CA 92618.