

MonierLifetile™

News

For Immediate Release

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**MONIERLIFETILE PRODUCTS OFFER BUILDERS ADVANTAGE
IN DEVELOPING EFFICIENT COLD ROOF SYSTEMS**

INTERNATIONAL BUILDERS' SHOW BOOTH W5761, Orlando, FL, January, 2005 – Constructing efficient cold roof systems that offer protection from the elements in extreme weather conditions has become much easier for builders with MonierLifetile's full line of concrete roof tile products.

Cold roof systems, also known as vented roofs, can allow a constant flow of cold air above the insulation and beneath the roofing materials. The cooler air helps dissipate the heat that can leak through the roof and melt the snow pack, which in turn runs down the roof to the cold overhangs and refreezes. Blocked water that is held by these ice dams can eventually penetrate the roof and cause leaks and damage.

As a leading manufacturer of quality concrete roofing materials for the construction industry, MonierLifetile offers a variety of options in its tile collections and roofing components to support the construction of these specially designed roofs. Individual components including concrete tiles, vents, clips and elevated battens and snow guards work together to make the cold roof system efficient and easy to build.

"Roofs in cold, snowy climates require special considerations in order for them to perform well," said Ken Stuttaford, MonierLifetile's Vice President of Marketing. "One of the greatest advantages a builder or architect can have when designing a cold roof system is accessibility to the right products and components."

Durable and resistant to fire and hail impact, the concrete tiles produced by MonierLifetile are extremely durable and can easily support normal snow loads when properly installed for prescribed conditions. MonierLifetile products undergo tests for other considerations including water permeability, and its durability to pass freezing and thaw tests. Severe climate changes and the intensity of the sun can accelerate the deterioration of some roofing products; however, MonierLifetile concrete roof tile gets stronger with age.

Faced with the necessity to protect its exclusive development from both a perceived threat of fire and the punishing winter of Colorado, the Yellowstone Club, a private ski and golf resort located in the heart of the Rocky Mountains, is one of the latest developments to select MonierLifetile's products for its cold roof system. After looking at available options, the owners of the development decided to replace the existing cedar shakes they had been using and build a cold roof system using MonierLifetile Madera profile tiles.

With the durability, strength and aesthetic appeal of the tile and its components easing the minds of the investors in their investment, MonierLifetile products have been selected as the specified roofing product to be installed on all upcoming custom homes and condos as well as the resort's golf pro shop.

"The options available in MonierLifetile's product line have made our job of installing a cold roof system for the Yellowstone project quite easy," said Mark Bellitt, vice president of Arapahoe Roofing in Broomfield, CO. "We're confident that the tile and components we are using will prevent future problems from ice damming. Ultimately, the use of MonierLifetile's realistic wood shake-looking tiles will prevent further maintenance of the roof while complementing the great aesthetic appeal of the resort."

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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.