

**MonierLifetile™**

*News*

**For Immediate Release**

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## **EXTREME DONATIONS**

### **MonierLifetile Provides Concrete Tile Roofs For “Extreme Makeover: Home Edition” Renovations**

**INTERNATIONAL BUILDERS’ SHOW BOOTH 5761, Orlando, FL, January, 2005** – Stepping in to help change lives and make a difference, MonierLifetile, a leading provider of concrete tile roof products for the construction industry, announced roofs were donated for two families on “Extreme Makeover: Home Edition”. ABC’s successful reality show which assists deserving families by dramatically renovating and rebuilding their homes featured MonierLifetile concrete tile roofs in two makeover episodes which aired nationally on Sunday, October 7, 2004 and Sunday, December 12, 2004.

The first episode highlighted the renovation of the Grinnan family home in Redlands, CA. The second renovation was for the Broadbent family of North Las Vegas, NV. Both families have seven children and the space the homes provided was inadequate. “Extreme Makeover: Home Edition” rose to the challenge of providing bigger homes that would meet the unique needs of each family.

The renovation of the Grinnans’ home marks the first time an “Extreme Makeover Home Edition” project utilized concrete tiles for the roof. The benefits of concrete tile provided a suitable solution for the design team as it had to consider the health concerns of the Grinnans’ youngest daughter, who had a heart transplant.

The second time a concrete tile roof was installed on a home was for the Broadbent family. Patricia, the mother, is a long-time AIDS activist who was recently diagnosed with lung cancer. She has one birth child and has adopted six children, three of which contracted AIDS from their birth mothers.

David Bagwell, owner of Bagwell Construction Services and general contractor responsible for the Grinnan family restoration project states, “Our goal for the renovation’s design was to make the family’s house similar to the adobe style home they had before their daughter’s health required them to move to California. One of the

main ways for us to achieve this was by adding a Spanish-style roof. MonierLifetile's concrete tiles helped us to achieve the look of the home. It was a great success." MonierLifetile donated all materials including tiles and some of its newest roofing components. To achieve the authentic look and charm wanted by the show's design team, MonierLifetile's España tiles were installed on both homes. For the Grinnan family, the MonierLifetile's Duralite® España tiles were installed and then boosted with Boosted Barcelona tiles to achieve the old-world charm of an authentic two-piece roof.

The Broadbent family's roof featured the España tile in an attractive washed gold color from the company's Nevada collection. KB Homes was the builder for the Broadbent home.

Much more than just an aesthetically-pleasing roof, MonierLifetile concrete tiles are designed to resist fire, high winds, rain and hail better than any other roofing product material available on the market. The company stands behind its product line with an exclusive non-prorated, fully transferable limited lifetime warranty.

Both families are thrilled with their new homes. "If I had to go pick a roof, I would have picked out that one", said Bill Grinnan, owner of the Redlands' home. "The roof catches your eye on our new home and we absolutely love it."

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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](http://www.monierlifetile.com). Or write to MonierLifetile, 7575 Irvine Center Drive Suite 100, Irvine, CA 92618.