

MonierLifetile™

News

For Immediate Release

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**MONIERLIFETILE CONCRETE ROOF TILE PROTECTS
STRUCTURES WITH A CLASS A FIRE RATING**

INTERNATIONAL BUILDERS' SHOW BOOTH W5761, Orlando, FL, January, 2005 -

Providing superior protection in the face of devastating fire conditions, MonierLifetile concrete roof tile products have earned a Class A fire rating, the highest fire-resistance evaluation a roofing product can receive in the construction industry.

The Class A fire rating as per the American Society of Testing and Material (ASM) E-108 standard and the Uniform Building Code (UBC) 15-2 standard, indicates the roof tile is able to withstand severe exposure to fire originating from sources outside the building. Based on its performance in a series of tests, roofing products receive their rating that determines the fire resistance of the material that covers the roof, as well as the protection that it provides to the support structure underneath.

Three tests examine products under a variety of circumstances to determine the material's resistance to intermittent flames, flame spread and ignition from burning brands. To earn its Class A fire rating, MonierLifetile roof products could not, at any time during or after each of the tests, blow or fall off the deck as a flaming or glowing brand. In addition, the concrete roof material could not break, slide, crack or warp to expose the roof deck, allow the roof deck to fall away as glowing particles or permit sustained flaming of the underside of the roof deck. In each test, MonierLifetile's concrete roof was unscathed.

"The history of major fires in high-risk areas indicates that many residential structure losses are due to flying burning brands landing on combustible roofs," said Jerry Vandewater, MonierLifetile's Technical Services Manager. "Concrete tile is designed to withstand the devastation that can be caused by fire. Earning the Class A fire rating is an industry validation of our products' value as it protects homes from the elements and can even reduce an owner's insurance costs.

Evidence of MonierLifetile's fire protection was apparent during the 2003 Grand Prix fire in Southern California. Causing more than \$11 million in damage, the wildfire engulfed more than 59,000 acres, destroying 13 homes and 60 buildings. Closing in on the city of Fontana, the wildfire surrounded 1,200 homes and structures in Hunter's Ridge residential development community. Built with concrete roof tiles and stucco exteriors, none of the homes in the development were destroyed or damaged by the blaze.

"It was unbelievable to see my home on video with flames literally dancing across the roof," said Maria Koebal-Wagner, Hunter Ridge homeowner. "I am convinced that my MonierLifetile concrete tile roof saved my home. If I had a shake roof, it would have gone up like kindling."

As one of the fastest growing segments of the roofing materials manufacturing industry, MonierLifetile concrete tiles have proven to be affordable and durable in extreme climates and weather conditions and strong enough to withstand heavy loads. Working to change the way people think about roofs, MonierLifetile is an active member of the Committee For Firesafe Dwellings (CFFD), a non-profit mutual benefit corporation whose primary purpose and objectives is to foster and promote fire safety in residential structures and urban-wildland interface areas. For more information on CFFD, its members or structural fire safety, visit the website at www.firesafedwellings.org.

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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.