

MonierLifetile™

News

For Immediate Release

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**MONIERLIFETILE CONCRETE TILE ROOF FEATURED ON
THE HANLEY-WOOD NEW URBAN CHALLENGE PROJECT**

INTERNATIONAL BUILDERS' SHOW BOOTH W5761, Orlando, FL, January, 2005 – Helping to redefine the typical American home, MonierLifetile, a leading provider of concrete roof tile products for the construction industry, is featured on one of the homes of the New Urban Challenge.

The “Villa For The Modern Couple”, one of three model homes that will debut January 13 at the 2005 International Builder’s Show in Orlando, FL features a concrete tile roof of Capri roof tiles from the manufacturer’s Florida collection.

The New Urban Challenge project, produced by “Builder” and “HOME” magazines and constructed by David Weekley Homes in Orlando’s Baldwin Park, is a collection of single-family detached homes built to showcase the changing needs and lifestyles of typical American homeowners. The project provides three model solutions for builders, architects, and land planners to follow as they respond to limited land availability and the complex demands of homebuyers with a growing interest for walkable, multi-use neighborhoods that incorporate diverse architecture.

“MonierLifetile is proud to be a featured sponsor of a project that delivers true vision of the homes and products that are evolving to meet the changing demands of American consumers,” states Dave Mills, MonierLifetile’s director of marketing. “The selection of our concrete tile roof is well-suited for a project like the New Urban Challenge as it showcases the various elements of today’s urban requirements including safety, protection and aesthetics.”

Designed to provide protection under the most extreme weather conditions, MonierLifetile concrete tiles are resilient enough to withstand Florida’s hurricane-force winds while providing a lifetime of comfort, beauty, and performance that will easily complement one of Orlando’s most diverse and popular neighborhoods.

Drawing inspiration from the home's Mediterranean influences and bold color palette from historic neighborhoods in Orlando, architect Donald Rattner designed the two-story home for the dual-income couple. The home features the Capri profile tiles in Village Green color. MonierLifetile donated all materials including tiles and is newest roofing components. For more information about the New Urban Challenge, please visit www.newurbanchallenge.com.

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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.