

**MonierLifetile™**

*News*

**For Immediate Release**

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**MONIERLIFETILE OFFERS THE COMPLETE TILE ROOF  
WITH LAUNCH OF COMPONENT PRODUCT LINE**

**INTERNATIONAL BUILDERS' SHOW BOOTH W5761, Orlando, FL, January, 2005** – MonierLifetile, a leading manufacturer of concrete roof tiles, announces the introduction of the company's new line of roof system components designed to enhance the integrity, durability and aesthetic appeal of its roof tile installations.

The new line of roof system components includes an elevated batten system, universal ridge vent and weather block, as well as vented eave risers. Each of the premium components in the universal product line have been engineered to work seamlessly with all of the company's tile profiles. Six additional roof system components are specifically designed to support Cedarlite® and MonierLifetile Madera concrete tiles.

"Each individual element that MonierLifetile provides is engineered to work together as a complete system to protect the home from the elements and deliver greater curb appeal", said Dave Mills, MonierLifetile's director of marketing. "The availability of the roof system components provides customers with additional building options to complement the look they want while protecting their investment."

Quick installation of the elevated batten system raises the tile and batten off the deck and can prevent wind-driven rain from damming and pooling behind traditional battens. Water is free to flow off the deck which assists in preventing damage to the underlayment. Enhanced airflow helps minimize heat transfer into the attic thus reducing cooling costs. Necessitating fewer nail penetrations, the elevated batten system can provide a watertight installation and increases the life span of the roof.

Reducing field venting and penetrations, the combination universal ridge vent and weather block can increase attic space ventilation while reducing the need for costly and time-consuming field venting. Easy installation of the all-in-one ridge vent and weather block can also save builders time and labor costs.

Vented eave risers not only enhance the beauty of a MonierLifetile roof installation but also provide essential tile space ventilation for reduced energy consumption. The vented eave risers can ensure a superior fit by enabling

the eave course to be elevated to the correct height and increase the overall performance of the concrete tile roof.

Like its other roof products, MonierLifetile's roofing components can be easily installed, simplifying and improving the overall integrity of the roof.

Components are currently available in a variety of colors and support a variety of MonierLifetile's profile tiles. For additional information on the color and style availability in your area, contact your local MonierLifetile representative at 800-571-TILE (8453).

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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.