

MonierLifetile™

News

For Immediate Release

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MONIERLIFETILE ACHIEVES SUCCESS IN THE SOUTH

INTERNATIONAL BUILDERS' SHOW BOOTH 5761, Orlando, FL, January, 2005 – An alternative to asphalt shingle roofs has now entered the Georgia market - concrete roof tile. And MonierLifetile, the largest manufacturer of concrete roof tiles in the United States and the first to enter the Southeast market, has achieved success with local contractors, builders and architects in Atlanta.

While concrete roof tile has been around for decades, it has only recently become a real option for builders in Georgia. Concrete roof tile is very popular in other parts of the country and is now catching on throughout the Southeast. Savvy Georgia builders are using concrete roof tile to differentiate their projects, resulting in a growing buzz among homebuilders and homebuyers who want the "high-end" look and curb appeal that a concrete roof provides.

"In addition to our success training local trades on the proper installation of concrete tile, we're also having success with local builders who want to differentiate themselves from the typical building style of Atlanta homes," said Whatley Bush, market development manager for MonierLifetile. "Our products complement the various designs here, from traditional Federal-style homes and old Southern estates, to the Mediterranean-look found along the coast."

Like many building products, it's the visual qualities that attract homebuyers. As a manufactured product, concrete roof tile is available in a variety of profile styles and design options. Concrete tile emulates clay, slate and cedar shake roofs, allowing customers to select profiles that complement a home's architectural design.

In addition to its visible benefits, the structural properties of concrete roof tile help to protect homes. As a solid, durable material, tile is able to withstand fire, hail and high winds.

Several Georgia builders are using concrete roof tile in their new housing communities. TaylorWoods is a 27-home project under development in Swanee, GA. RC Khalili, builder of TaylorWoods and President of First Standard Construction, wanted a material that complemented the design and character of the brick home

development. Khalili chose to use MonierLifetile concrete roof tiles for the project; not only for its aesthetic appeal and durability, but for its market value. "By combining concrete roof tile with brick siding, our customers obtain the most durable home offered in the \$400,000 price range," stated Khalili.

Al Waters of AskJon Builders decided to use concrete tile in the Lakes at White Mill, his custom home development in South Fulton. "Concrete roof tile's versatility enhances the different architectural styles within the Lakes at White Mill. It highlights the level of quality that our customer demands. It is a far superior product to asphalt shingles."

The Street of Dreams annual home tour in Atlanta is known for its impressive display of luxury custom homes. Homebuilder Mac McKinney used concrete roof tiles for the first time on his 2004 Street of Dreams project located at River Oaks in Fayette County. McKinney used a slate tile, which enhanced the home's architectural style. He comments, "the roof changed the whole appearance of the outside of the house. It adds to the charm of the home's old-world design."

MonierLifetile was also featured on the 2004 Parade of Homes in Raleigh, NC to benefit the Leukemia and Lymphoma Society built by Bost Custom Homes. President Rex Bost stated, "I love the look of MonierLifetile roofs architecturally, and the structural integrity and lifetime warranty are hard to beat."

With the recent availability of concrete roof tile in Georgia, the state's thriving housing market has benefited from this new roofing option. Builders now have a way to attract homebuyers and provide their customers with a beautiful roofing solution that will last the lifetime of their home. According to Bost, "The first home I built with a MonierLifetile concrete roof was in 1993, and the roof still looks like new. I think [the demand] for tile will grow... and you'll see more and more of 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. Or write to MonierLifetile, 7575 Irvine Center Drive, Suite 100, Irvine, CA 92618.