

MonierLifetile®

News

Media Contacts:

Brenda Collons - C Squared Advertising
425.277.9951 - brenda@csquaredadvertising.com
Heather Crunchie - C Squared Advertising
503.327.8620 - heather@csquaredadvertising.com

FOR IMMEDIATE RELEASE

**NEW MONIERLIFETILE INTERACTIVE TOOL SHOWS HOMEOWNERS
ENERGY COST AND CO2 SAVINGS**

***New energy efficiency calculator demonstrates superior performance of a
concrete roof tile system***

IRVINE, CALIF. (November 11, 2009) – MonierLifetile® is introducing an online interactive energy efficiency calculator for use by homebuyers and homeowners looking to replace their existing roof system. The sophisticated online tool demonstrates cost savings that can be achieved with concrete roof tile.

The Energy Efficient Roof Calculator enables the homebuyer to measure the energy savings for a house with ventilated concrete roof tile against traditional asphalt roofing. The interactive tool will calculate the homebuyer's potential energy savings based on the individual's region and product choice. The calculations are arrived at by considering an average single-family home, and allowing for variable factors such as climate zone, heating source, local tariffs and style of concrete tile. The calculator can be accessed by clicking on the Energy Efficient Roof Calculator button in the Energy Efficient Roof System section on the home page of www.monierlifetile.com.

The Monier Technical Center in Europe developed the calculations in conjunction with MonierLifetile. The Energy Efficient Roof Calculator uses precise formula calculations,

taking into account the thermal mass of the tile and the flow of air between the tile and the deck. Thermal mass is an important aspect of concrete roof tile as it slows down the heating and cooling processes.

According to Chris Doelle, vice president sales and marketing for MonierLifetile, the online calculator is unique in the marketplace and will be a critical tool for consumers considering buying a home or replacing an existing roof. “Finally, we have a way to clearly demonstrate to homebuyers the significant cost savings that concrete roof tile offers,” said Doelle. “Consumers are looking for energy efficient homes and concrete tile roofing is an affordable solution,” he added.

MonierLifetile is the leading manufacturer of concrete roof tile across North America. The company’s innovative Energy Efficient Roof System utilizes an elevated batten system, vented eave risers and ridge guards to reduce energy costs. Studies have shown the system can reduce the amount of heat penetrating the conditioned space by 50% versus direct-to-deck installations, resulting in 22% lower energy consumption.

For more information about MonierLifetile and its concrete roof tile systems, visit www.monierlifetile.com or call 1-800-571-TILE (8453).

About MonierLifetile:

Based in Irvine, Calif., MonierLifetile is the leading U.S. manufacturer of premium concrete tile roof systems utilizing green technologies and raw materials that save energy, and reduce waste and pollution. MonierLifetile has 13 manufacturing plants and service offices throughout the U.S., and a plant in Guadalajara, Mexico.

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