

MonierLifetile®

News

For Immediate Release

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**MONIERLIFETILE TO SHOWCASE
INDUSTRY RECOGNIZED CONCRETE TILE PRODUCTS AT PCBC**

PCBC Show, SAN FRANCISCO, May 31, 2005 – MonierLifetile, the leading manufacturer of concrete roof tile in the U.S., announced that it is showcasing its comprehensive tile and component system products at PCBC, May 31 to June 3, at the Moscone Center in San Francisco. Serving residential customers and their project teams, the annual tradeshow and conference has become a premier event where many of the industry's most influential trendsetters like MonierLifetile gather to share ideas and information.

Changing the way people think about roofs, MonierLifetile will display an assortment of its premium concrete roof tile and roof system components to building professional attending the four-day event. Through its aesthetic innovation, the company offers a wide array of realistic colors, hues and styles that enable customers to realize the creative vision of their next roofing project without sacrificing value, lasting beauty and durability even in the most extreme environments. Attendees to MonierLifetile's booth can expect to find that the diversity and resiliency of the company's concrete tile fits easily into virtually any architectural style, ultimately enhancing the property's curb appeal and buyer interest.

Acknowledged in 2004 by both building and architectural industry publications, MonierLifetile was recently honored for its role in consistently manufacturing products of quality and innovation. Readers of Home Builder Executive magazine named MonierLifetile the number one winner in three categories of its annual reader Brand Use Study. The study, which surveys brand quality as well as the product brands that builders recognize and use most, is sponsored by Hanley-Wood, LLC, an industry publisher of 22 magazines serving the residential and commercial construction markets.

In addition to being selected by readers as the "Most Innovative Roofing Manufacturer," the company was recognized in the "Brand Used Most" category, earning 59 percent of the vote by those builders polled and 56

percent of the vote by the custom home builders polled. The company also earned the “Highest Quality Rating” for products listed under the product category: Clay/Concrete/Synthetic roof tiles.

MonierLifetile also has received acclaim within the architectural community as one of the industry’s best manufacturers. The company recently was honored by Architecture magazine with the 2004 Architect’s Choice of Excellence (ACE) award. Now in its fourth year, the ACE awards acknowledge the products and services that exemplify excellence in durability, customer service, value and design.

“Having been consistently recognized by actual users throughout the industry proves MonierLifetile’s focus is on track and that we are effectively meeting the full spectrum of our customers’ requirements both in terms of product innovations and customer service,” said Dave Mills, Director of Marketing for MonierLifetile.

Additional information on MonierLifetile’s full line of concrete tile and roof system components can be found online at www.monierlifetile.com.

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About MonierLifetile - MonierLifetile LLC, with headquarters in Irvine, CA, is 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. For more information about MonierLifetile or its products, visit our website at www.monierlifetile.com. Or write to MonierLifetile, 7575 Irvine Center Drive, Suite 100, Irvine, CA 92618.