

MonierLifetile

News

For Immediate Release

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MONIERLIFETILE'S POPULAR BOOSTED BARCELONA TILE GETS A BOOST

PCBC Show, SAN FRANCISCO, May 31, 2005 – Broadening the selection and availability of its widely popular Boosted Barcelona line, MonierLifetile, the industry's leading manufacturer of concrete roof tile, announced it will significantly increase production of six Boosted Barcelona colors for improved accessibility nationwide.

Adding inspiration to an instant classic, Boosted Barcelona is an Old World decorative tile that adds the aesthetic detail of mortar-boosted tiles to the company's signature Barcelona tile roof. Patent-pending Boosted Barcelona tiles create the illusion of real clay with its mortar boosts and color markings. Easy-to-install features help keep costs down while the company's patented "color through" manufacturing process ensures deep-seated tints and rich, full-bodied color and hues that enable customers to achieve the genuine architectural look they desire.

"Our Boosted Barcelona line has been well received and we've experienced incredible demand since its introduction at the International Builder Show last year," said Dave Mills, MonierLifetile's Director of Marketing. "In addition to taking steps to ensure greater availability in our plants nationwide, MonierLifetile's new Boosted Barcelona color pallet provides a perfect solution for discerning builders looking to create unique custom blends that enhance and differentiate their homes."

Overcoming last year's industry-wide raw material shortages, MonierLifetile will produce its Boosted Barcelona line at its Rialto, Calif. plant. In an effort to make it more easily available to customers, MonierLifetile has reworked its manufacturing and supply chain processes to provide this one-of-a-kind product to most regions throughout the country. Boosted tiles will be stocked locally at a majority of plants nationwide.

The realistic colors that emulate the deep, warm tones of natural clay complement the look of old Spanish-tile homes. The roofing material was recently highlighted on Extreme Makeover: Home Edition, ABC's successful reality show that assists deserving families by dramatically renovating and rebuilding their homes. Used to add

Old World charm to the classic Adobe design, the Boosted Barcelona tiles were installed completing the finishing touch on the attractive and durable roof.

Like all of the company's concrete products, Boosted Barcelona roof tiles offer the superior strength and resilience to the elements that are synonymous with the company's concrete product line and components. With a Class A fire rating, the Boosted product line's durability is unmatched in even the most extreme weather conditions such as strong winds, snow and hail. Boosted Barcelona roof tiles are specifically designed and manufactured to outlast the structures they protect and are backed by the company's exclusive, Non-Prorated, Fully Transferable Limited Lifetime Warranty.

Additional information on MonierLifetile's Boosted Barcelona tiles as well as the company's full line of concrete tile and 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.