

**MonierLifetile**

*News*

**For Immediate Release**

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**INCREASED AVAILABILITY OF MONIERLIFETILE MADERA CONCRETE ROOF TILE TO SATISFY GROWING DEMAND FOR REALISTIC CEDAR SHAKE REPLACEMENT**

PCBC Show, SAN FRANCISCO, May 31, 2005 – Responding to the industry’s growing interest to mirror the natural beauty of a home’s surroundings, MonierLifetile, the leading manufacturer of concrete roof tile in the U.S., has taken steps to increase the availability of its family of MonierLifetile Madera tile products.

MonierLifetile Madera, The Ultimate Shake Replacement™, sets the standard for discerning builders who require one of the most authentic, yet durable cedar shake substitutes available on the market. Modeled after the highest quality hand-split cedar shakes, yet selling for a fraction of the cost, MonierLifetile Madera realistically emulates the natural aging cycle of wood shakes in both color and texture while providing a long-lasting and better performing tile roof.

“MonierLifetile has always been recognized for its aesthetic innovation as well as its ability to identify and establish new trends,” said Ken Stuttaford, Vice President of Sales and Marketing of MonierLifetile. “Increasing the availability of MonierLifetile Madera products underscores our commitment to providing concrete tile and components that can be used to create stunning roofscapes in perfect harmony with a home’s natural environment.”

Capturing the unique hues of natural cedar shake, MonierLifetile Madera provides a resilient alternative for that highly combustible roofing material. With its Class A fire rating, the concrete tile has been overwhelmingly embraced by building professionals and homeowners that want to maintain the look of a wood roof but are required by local building codes to use a Class A material with maximum fire resistance.

Customers in the construction industry as well as homeowners agree that protecting their investment with a concrete tile roof may be one of the smartest ways to avoid total destruction in natural disasters such as wildfires. Maria Koebel-Wagner, a homeowner in the Hunter Ridge residential development, witnessed the

tragic devastation caused by the 2003 Grand Prix fire in Southern Calif. and knows firsthand the importance of a concrete roof. As she saw her home on video with flames literally dancing across the roof, she said, “I am convinced that my MonierLifetile concrete tile roof saved my home. If I had a shake roof, it would have gone up like kindling.”

In addition to its fire resiliency, MonierLifetile Madera provides unmatched strength and durability in other extreme weather conditions such as strong winds, snow, hail and blizzards. It was for this reason that the exclusive Yellowstone Club, the world’s only private ski and golf community elected to install MonierLifetile Madera tile. Fearing the threat of fire danger in the summer and having to cope with months of extreme snow and freezing temperatures in the winter, both the architect and builder insisted on installing MonierLifetile Madera, knowing the tile roof would protect the property in all weather conditions while seamlessly blending into the majestic beauty of the Montana wilderness.

Continuing to introduce better and more efficient machinery and production methods, MonierLifetile Madera is being manufactured at a level to meet the industry’s high demand. A new color, MonierLifetile Madera Vintagewood, has been added to the product family, offering greater opportunities for customers to achieve their creative vision. Madera is available in three other naturally realistic colors including Autumnwood, Mountainwood and Sagewood. Product will be available regionally for builders looking to emulate cedar shake for their next roofing project.

MonierLifetile Madera tiles, like all MonierLifetile concrete roof products 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 Madera profile tiles as well as the company’s full line of concrete tile and components can be found online at [www.monierlifetile.com](http://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](http://www.monierlifetile.com). Or write to MonierLifetile, 7575 Irvine Center Drive, Suite 100, Irvine, CA 92618.