

**MonierLifetile®**

*News*

**For Immediate Release**

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**MONIERLIFETILE LAUNCHES NEW PRODUCT COLORS THAT EMBODY THE  
COLOR AND HUES OF NATURE**

**SIX NEW TILE COLORS GIVE BUILDERS AND ARCHITECTS MORE CHOICES TO  
SUPPORT THEIR ARCHITECTURAL DESIGNS**

PCBC Show, SAN FRANCISCO, May 31, 2005 – Finding inspiration in the beauty of Mother Nature, MonierLifetile, the nation’s leading manufacturer of concrete roof tiles, today announced the launch of new distinctive colors for the Northern California market. Offering richer, full-bodied color choices that more closely emulate the look of traditional clay, slate and shake roof tiles, a palette of six realistic new color options will be available beginning in June.

“The addition of these warm and rich new colors support the latest influences in architectural designs and the industry’s growing interest to mirror the natural beauty of the home’s surroundings,” said Dave Mills, MonierLifetile’s Director of Marketing. “MonierLifetile believes that you don’t need a lot of colors to make a beautiful yet distinct impression, you simply need the right ones that complement your specific environment.”

The company’s new offerings showcase a diversity of realistic choices in unique regional colors and blends that are sure to enhance any architectural theme. The deep, rich hues of naturally aging roofing materials will be represented in the company’s most popular tile profiles. The new colors that will be available to the Northern California market include Gulfstream, Apple Bark, Cherrywood, Stone Mountain Blend, Toffee and Hickory. The distinctive regional color lines will provide customers with one of the industry’s most comprehensive concrete tile selections from which to realize their creative vision.

Employing innovative technology and its advanced manufacturing processes, the company is able to recreate the inherent characteristics not only in color, but in texture and the architectural applications of the traditional products found in nature. This attention to detail at every level ensures that customers will receive authentic and realistic replication in all MonierLifetile products.

Like all of its concrete roof tiles and components, MonierLifetile products manufactured specifically for the Northern California market offer superior strength and are resilient to the elements. With a Class A fire rating, their durability is unmatched in even the most extreme weather conditions such as strong winds, snow and hail. All MonierLifetile concrete 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 color lines 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.