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FOR IMMEDIATE RELEASE

From: **Fred Sitter, Marketing Communications Director**

Duro-Last® Selected as Corp! Magazine “Going Green” Honoree

Saginaw, Michigan – January 6, 2010 – Duro-Last® Roofing, Inc., has been selected as one of Corp! Magazines “Going Green” honorees.

Corp! Magazine provides features, news, and profiles with a Michigan emphasis to inform, intrigue, and entertain business owners and top level executives. Because environmental issues are so prevalent today Corp! began recognizing companies through its Going Green program.

The Going Green Awards are presented to companies and individuals who have demonstrated exemplary efforts in eco-friendly initiatives including air quality, green building/business practices, and environmental stewardship. Duro-Last is a significant supporter of sustainable building objectives and for over 30 years has been the industry leader with respect to reflective roofing systems. Duro-Last’s white roofing membrane has proven to be effective in reducing energy consumption in all climates throughout North America. In addition, Duro-Last’s tightly-controlled manufacturing process recycles scrap back into roofing membrane and other products, and after its useful life on a rooftop, the membrane itself is recyclable.

A breakfast program and panel discussion celebrating the winners will be held on Tuesday, January 26, 2010 at the Michigan State University Management Education Center in Troy, Michigan.

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other locations in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, Duro-Last® Roofing, Inc. is the manufacturer of the “World’s Best Roof”®. Since 1978, Duro-Last has produced a custom-fabricated, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial or industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, punctures, and high winds. In addition to the Duro-Last roofing system, the company’s brands include the Duro-Last Cool Zone®, the Duro-Shield metal retrofit, and the Duro-Last Designer Series roofing systems. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com.*

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