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**FOR IMMEDIATE RELEASE**

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

## **Duro-Last® Introduces New Rock-Ply™ Product**

*Saginaw, Michigan –April 7, 2009 – Duro-Last® Roofing, Inc. is pleased to announce the introduction of the Duro-Last Rock-Ply roofing system, part of the Duro-Last Designer Series of roofing membranes.*

*The Duro-Last Rock-Ply roofing system is ideal for commercial and residential roofing applications where appearance is important, but traditional rock or stone ballast is not practical because of weight considerations or difficulty transporting the ballast to where it's needed on the roof. The Rock-Ply membrane provides a ballast look and the watertight performance and long-term durability of a thermoplastic, single-ply roofing system.*

*Our Rock-Ply product is made from the same durable membrane as the Duro-Last roofing system, a proven performer since 1978. The ballast pattern is printed onto the membrane, then a special polymer coating is applied to help protect the finish from marring, fading, and dirt accumulation.*

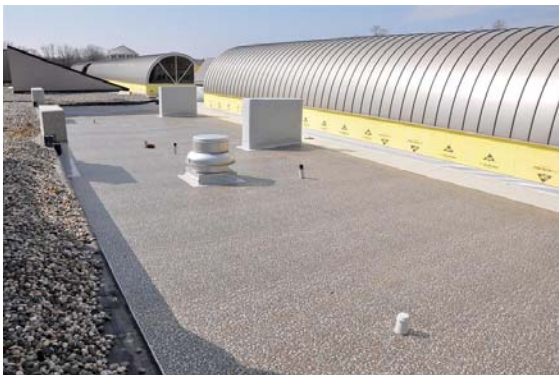
*Flashings for penetrations and other transition areas are precision-fabricated in a Duro-Last facility and, as with the standard Duro-Last system, the Rock-Ply product is a complete system; all ordered components are included when the system is delivered to the job site. Plus, the comprehensive standard Duro-Last warranties cover the Rock-Ply roofing system.*

*“Duro-Last has a history of creating new product lines to better serve our customers,” said Steve Ruth, Vice President of Sales and Marketing at Duro-Last. “We are very excited*

*about the Rock-Ply roofing system because it addresses a market need with a type of product that has not been readily available until now. We continue to see demand for aesthetic singly-ply applications, and this product provides another option for our contractors as they address the roofing needs of their customers.”*

*For more information about the Duro-Last Rock-Ply roofing system, contact the Duro-Last Sales Department at 800-248-0280 or visit [www.duro-last.com/rockply](http://www.duro-last.com/rockply).*

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the “World’s Best Roof”®. Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, 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. For more information, contact **Fred Sitter at 800-248-0280** or visit [www.duro-last.com](http://www.duro-last.com).*



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