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FOR IMMEDIATE RELEASE

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

Duro-Last® Roofing, Inc. to Exhibit at Virtual Energy Forum, Premier Online Energy Conference

Saginaw, Michigan – June 18, 2009 – Duro-Last® Roofing, Inc., the world's largest manufacturer of prefabricated roofing systems, today announced it will be exhibiting at the Virtual Energy Forum (www.VirtualEnergyForum.com), the world's largest online conference dedicated to renewable energy, sustainability and energy-efficient practices in business. The event is free to register and attend and meets entirely online June 24th and 25th from 8:00 AM to 6:00 PM EDT.

Duro-Last will have an interactive virtual booth at the conference where users can learn more about the company's ENERGY STAR® approved roofing systems, as well as chat live with company representatives through an easy to use online interface.

"We are excited to be part of the Virtual Energy Forum," said Fred Sitter, Marketing Communications Director for Duro-Last. "This online energy conference is an environmentally-friendly way for us to connect with energy executives, facility managers, architects, and engineers."

"We are pleased that Duro-Last Roofing, a leader in manufacturing sustainable roof systems, is participating in the Virtual Energy Form," said Robert Rosenbloom, CEO of PlatformQ, producer of the event.

VirtualEnergyForum.com includes live moderated video presentations where attendees can garner answers to their questions from speakers in real-time. The online event enables

operations executives and chief financial officers to better understand how to improve return on investment by implementing sustainable and cost-saving energy efficient practices in business.

Speakers at the Virtual Energy Forum include Amory Lovins from the Rocky Mountain Institute, Fred Krupp from the Environmental Defense Fund, and Mark Ginsberg from the Department of Energy.

For more information, or to register, visit VirtualEnergyForum.com.

About Duro-Last Roofing, Inc.

*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.*

About Virtual Energy Forum

The Virtual Energy Forum, www.VirtualEnergyForum.com, is an online conference that brings public and private sector executives from around the world together to learn and discuss topics such as sustainable energy management, alternative energy, clean technologies, green buildings and operations. Virtual Energy Forum provides a greener way to gather™, all from the ease of a personal computer with no carbon footprint.

Virtual Energy Forum is produced by PlatformQ, whose mission is to connect people, companies, organizations and associations worldwide to meet, interact and learn from leading experts and thought leaders through proven interactive tools at online events.

For more information on Virtual Energy Forum, contact Martha Collins at 617-938-6008 or press@VirtualEnergyForum.com.

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