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**FOR IMMEDIATE RELEASE**

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

## **Duro-Last® Announces Theme; Planning For 2010 National Sales Seminar**

*Saginaw, Michigan – July 16, 2009 – Duro-Last® Roofing, Inc., has announced that its 2010 National Sales Seminar will be held January 25 – 27 at The Westin La Paloma Resort & Spa in Tucson, Arizona. The theme for the event is Partners For A Strong Tomorrow.*

*Duro-Last typically hosts upwards of 1,000 guests at its annual event, including roofing contractors, independent sales representatives, corporate staff, and their families. The 2010 program will include a mix of educational sessions focusing on relevant roofing industry topics as well as motivational presentations, including one by featured speaker Steve Gilliland, who will deliver his renowned Enjoy The Ride presentation.*

*Duro-Last will also recognize the sales achievements of its independent sales representatives and authorized contractors, including the Contractor of the Year, for outstanding sales success in 2009.*

*“Our Seminar theme really reflects how we view the relationships we have with our contractors,” said Duro-Last Vice President of Sales and Marketing, Steve Ruth. “Given the challenges of the current economy, we are more committed than ever to working closely with our customers to create sales opportunities for the future. Our National Sales Seminar provides the ideal venue for us to reaffirm our partnerships with our customers and to get motivated for the year.”*

*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](http://www.duro-last.com).*



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