



525 Morley Drive
Saginaw, MI 48601
800-248-0280
FAX: 800-432-9331
www.duro-last.com

FOR IMMEDIATE RELEASE

From: Fred Sitter, Marketing Communications Director

Duro-Last® Roofing, Inc. Sponsoring Green Into Gold Seminar Series

Saginaw, Michigan – August 6, 2009 – Duro-Last® Roofing, Inc. is pleased to announce its sponsorship of the six-city seminar series: *Renovating for Profit: Uncovering the Big Green (\$)* Value Proposition When Renovating Existing Buildings. The program is being hosted by The Corporate Realty, Design & Management Institute (CRDMI).

“We’re excited to partner with the Institute on this seminar program,” said Duro-Last Marketing Director Fred Sitter. “CRDMI President and featured speaker Alan Whitson is a recognized, credible authority on commercial facilities management, particularly with respect to high-performance building technology. This seminar series will provide an ideal venue for Duro-Last to communicate the value of our roofing system as it relates to building renovation projects and sustainability goals.”

The 2009 Green Into Gold *Renovating for Profit* seminar series is scheduled for September 3 in Columbus; September 18 in Boston; September 25 in San Francisco; September 29 in Houston; and October 6 in Atlanta. A seminar date for Dallas is pending.

For more information about the *Renovating for Profit* series visit the Institute’s web site: www.squarefootage.net/2009renovateforprofit.htm. To learn more about why the Duro-Last roofing system is the best green roof choice for commercial facilities, visit www.whiteequalsgreen.com

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.

###