

News Release

FOR IMMEDIATE RELEASE
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Carlisle and Firestone Join Forces to Form EPDM Roofing Association (ERA)

Alexandria, Va. (January 10, 2003) — The two largest and leading manufacturers of single-ply roofing, have joined to form the EPDM Roofing Association (ERA), an independent trade association. ERA's mission is to educate the public and the construction community about the outstanding history and unparalleled value proposition represented by today's EPDM roofing systems.

"Recognizing that a new era in roofing has emerged, Firestone Building Products and Carlisle SynTec Incorporated have joined together to create a vehicle to communicate the proven performance, durability and energy-saving attributes of EPDM roofing systems," Nick Shears, ERA's newly-elected Chairman of the Board and Carlisle's Vice President Sales and Marketing, explained. "We believe, if suitably informed, the marketplace will increasingly demand EPDM systems' versatility and performance," Shears continued.

The association was officially formed in January with the election of a Board of Directors consisting of representatives from Firestone and Carlisle as well as from leading material suppliers. The ERA's immediate goal is to implement a plan of action to prepare technical documents and to promote awareness of the many attributes of EPDM roof systems.

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"From the inception of the single-ply, commercial roofing industry more than 40 years ago, EPDM has been providing long-term, dependable roofing solutions for specifiers, contractors and building owners," Nick Shears continued. "Both Carlisle and Firestone have embraced technological initiatives to improve system

performance and installation efficiencies. Together with other industry representatives, we will actively promote these membrane systems in the roofing market."

Firestone also views the formation of ERA as a productive and strategic industry collaboration.

"EPDM offers a plethora of attributes to end-users including 30-year warranties, low life-cycle costing, minimal maintenance and design flexibility, " added Jim Hoff, Firestone's Vice President of Marketing. "We are pleased to have established an entity that will successfully communicate EPDM's value-added offering."

The EPDM Roofing Association (ERA) is the first trade association solely representing the manufacturers of EPDM single-ply roofing products and their leading suppliers. ERA provides technical and research support to the public and the construction industry; offers dependable roofing solutions; and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.

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