



News Release

FOR IMMEDIATE RELEASE

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EPDM Roofing Association Launches Newly Redesigned, State-of-the-Art Website

Website Serves as a Valuable Resource for Providing Reliable Technical Information and Weighing Competing Claims

Alexandria, Va. (March 30, 2003) — The EPDM Roofing Association (ERA) today announced the launch of its newly redesigned website www.epdmroofs.org. This new site has been redesigned to present a more easy-to-navigate format, while providing visitors the option to access/download ERA technical bulletins, research studies, case studies, design guide information, FAQs, feature news articles, an events calendar and much more.

"Our new website enables individuals from the roofing and construction communities to have access to research and technical studies that support the quality and innovation behind the EPDM roofing membrane in a convenient and user-friendly manner," said Bob Delaney, ERA's communications committee chair and Firestone Building Product's vice president of sales and marketing.

"Because of real time accessibility to the latest information about EPDM and our association's activities, we consider our website to be one of our strongest and most effective communications tools."

ERA is currently working on additional features to the website such as an online poll about long-term energy efficiency and sustainability. While these polls are not scientific, the responses do represent the collective opinion of everyone who participates. Another feature will be all-inclusive URL links

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to all upcoming industry events and conferences.

About the EPDM Rubber Roofing Membrane

The EPDM (ethylene propylene diene terpolymer) rubber roofing membrane has been an appealing choice of the low-slope commercial roofing industry for over 40 years, with more than 500,000 warranted roof installations on 20 billion-plus square feet. Annually, EPDM accounts for over 1 billion square feet of new roof coverings in the United States, and is the most frequently used roofing material in the marketplace. *Building Design and Construction* magazine and the National Roofing Contractors Association (NRCA) confirmed in their 2002-2003 market surveys that EPDM continues to be the number one roofing membrane of architects, roof consultants and contractors for both new construction and replacement roofing projects.

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, and communicates the longstanding attributes, consistency and the value proposition of EPDM rubber membrane roofing materials.

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