



For Immediate Release

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EPDM Remains Leader in Market Share in RSI Industry Survey

ALEXANDRIA, VA. February 13, 2007 – EPDM roofing membrane remained the leader in industry market share, according to the results of RSI Magazine's 2007 State of the Industry Report. The magazine's annual survey found that EPDM claimed 22% of the average roofing contractor's new construction volume, and 21% of the average reader's reroofing volume, based on 2006 dollar figures.

The Web-based survey was based on responses from almost 3,000 roofing contractor readers and conducted by research provider Penn & Associates, with the findings published in the December 2006 issue. For more information, visit rsimag.com.

“These results point out EPDM’s continuing leadership role in the commercial roofing market,” said Jim Hoff, Chairman of the EPDM Roofing Association (ERA) and Vice President of Technology and Product Development, Firestone Building Products Company. “This is a testament to EPDM’s 40-year record of durability and value.”

EPDM roofing membrane accounts for almost one billion square feet of new roof coverings in the United States annually; more than 500,000 warranted roof installations using 20 billion-plus square feet have been completed with EPDM since its introduction in the 1970s. EPDM was ranked as the top roofing choice of architects, roof consultants and contractors for both new construction and replacement roofing projects, according to previous market surveys by *Building Design and Construction* magazine and the National Roofing Contractors Association (NRCA).

“Even in an increasingly competitive marketplace with a number of regulatory, environmental and financial issues facing the construction industry, it is significant to note that EPDM continues to hold its leadership position,” said ERA’s immediate past chairman Nick Shears, Vice President of Sales and Marketing, Carlisle SynTec Incorporated. “We anticipate EPDM remaining as the market leader, as it continues to meet the long-terms of roofing contractors and building owners throughout the country.”

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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.