



For Immediate Release

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ERA To Present at Inaugural Energy Efficiency Global Forum

BETHESDA, MD. November 12, 2007 – The EPDM Roofing Association (ERA) announced that the immediate past chairman of its board of directors, Dr. Jim Hoff, will be delivering a presentation at the inaugural Energy Efficiency Global Forum, the Alliance to Save Energy's first international energy forum and exposition.

Dr. Hoff will be participating in an Executive Dialogue Session, "New Approaches to Environmentally Conscious Building Envelope Design and Technologies," on Wednesday, November 14, from 10:45 a.m. to 12:15 p.m. The event will be held at the Washington, DC, Convention Center.

"To apply the best practices of building envelope design and construction, it is important to consider new approaches and formulae," said Hoff. "This includes life cycle assessment, components of long-term sustainability and alternative methods of cool roofing."

As well as serving as treasurer and immediate past board chairman for ERA, Jim Hoff, Vice President of Quality, Technology and Product Development with Firestone Building Products, is also a board member of the Polyisocyanurate Insulation Manufacturers Association (PIMA) and the Roof Consultants Institute Foundation. He has held a variety of technical service and business management roles in the construction industry over the past 30 years.

The moderator of the session at the Forum is Hans Nilsson, Principal Administrator, EE and Policy Analysis Division, International Energy Agency. Other speakers include Mark MacCracken, President, CALMAC Manufacturing Corporation; and David Rodgers, Deputy Assistant Secretary for Energy Efficiency, U.S. Department of Energy.

The Energy Efficiency Global Forum is the first-of-its-kind, comprehensive international energy-efficiency forum that will attract industry professionals, policymakers, and academics to forge partnerships and develop "best practices," policies and strategies to respond to the climate, national security, and economic implications of the increasing global demand for energy. The Forum will run from November 11-14. More information on the Forum can be found at <http://www.eeglobalforum.com/>.

"This is an important event for everyone concerned about improving energy efficiency," said Mike DuCharme, Director of Product Marketing, Carlisle SynTec, and chairman of ERA's board of directors. "We at ERA believe the roofing industry can play a leading

role in this process because of the ability of our materials and systems to provide solutions to issues such as urban heat islands, thermal performance and recycling. We look forward to sharing that knowledge at the Forum.”

With more than 40 years of success as a roof system of choice for low slope applications, EPDM is the leading roofing choice of architects, roof consultants and contractors for both new construction and replacement roofing projects, with more than 20 billion square feet of EPDM roof installed on more than 500,000 warranted roofs.

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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.*