



For Immediate Release

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**EPDM ATTRIBUTES SPOTLIGHTED IN SPECIAL SUPPLEMENT
IN TWO ROOFING MAGAZINES**

BETHESDA, MD., January 27, 2009 – A special supplement highlighting the performance attributes of EPDM has been published this month in the January 2009 issues of two leading roofing magazines, *Roofing Contractor* and *Architectural Roofing & Waterproofing*. The magazines are published by BNP Custom Media, who partnered with the EPDM Roofing Association (ERA) and its members to create the supplement.

The issue features articles describing black EPDM membrane's ability to outperform white roofing materials in energy efficiency in colder climates, the cost-effectiveness of a well-maintained roof system including EPDM, and the proven durability of EPDM during its 45-year history. It also includes information on the recently concluded tests of the hail performance of old and new EPDM membrane, performed in conjunction with Jim D. Koontz and Associates Inc., of Hobbs, N.M., a leading roofing research and consulting firm.

A copy of the supplement can be found on the ERA web site, at full report on this study can be found on ERA's Web site, at <http://www.epdmroofs.org/press/pressdocs/Supplement-FINAL.pdf>.

With more than 45 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 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.