

PRESS RELEASE

For Immediate Release

July 18, 2007

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ArmorLite™ Roofing Technology Announces Release of New Product That Revolutionizes Industry

*First major technological breakthrough in roofing industry in more than a century
features lightest, toughest, safest, more durable, eco-friendly and most
architecturally beautiful roofing material ever created.*

Santa Ana, Calif. – The roof on an average home weighs up to 30,000 pounds. Astounding, huh? Imagine the burden that roof puts on the structure of a home – and imagine how quickly that structure can collapse in an earthquake, a fire or in high winds. Quite a horrible thought.

But ArmorLite™ Roofing Technology, LLC has changed all that. The Santa Ana, California-based company has revolutionized the archaic roofing industry, which for more than 100 years has dealt with a serious weight problem, not to mention environmentally-unfriendly, unsafe, energy-inefficient, landfill-cluttering, unattractive products like asphalt, metal, clay, wood and concrete.

“ArmorLite’s breakthrough technology has redefined the roofing industry forever,” says Rob Keen, President of Pacific Supply Co. in Orange, Calif., one of the nation’s leading roofing distributors. “They’ve taken the weight off the roof with an environmentally-friendly, safer product. We’ve been waiting a long, long time for this.”

ArmorLite unveils its new product August 8-9, 2007 in Brea, California with product durability demonstrations and an actual live installation (media info below).

“ArmorLite is the safest product in the marketplace for families and the environment, and it is eight times lighter than competitors, yet tougher and more durable,” says ArmorLite CEO Frank Lane. “Our innovative material also reduces energy bills, is the most architecturally beautiful roofing ever created, and is the easiest material to install.”

ArmorLite developed this revolutionary new product with help from General Electric, using advanced engineering polymer materials. The top layer of the roofing product is made from a highly weatherable material called GE Geloy for superior weatherability. This type of material has been used

for more than 40 years for outdoor weatherable applications, yet it has never been used in roofing technology -- with high UV resistant color pigments -- until now.

ArmorLite's creation is so innovative, lightweight, safe, durable and architecturally beautiful that one of the roofing industry's most well-known people, Roofers Exchange Magazine Publisher Vickie Sharples, is installing ArmorLite Roofing at her home in Brea, Calif.

"When someone like Vickie Sharples chooses ArmorLite over all the other products in the industry, that is quite a resounding and ringing endorsement of our product," Lane says.

"It's a great product," says Sharples, who has been in the roofing industry for 30 years. "I've never seen anything like it in all my years in this industry -- and I've seen it all. There are so many great benefits to ArmorLite that it really made my choice quite easy, since I needed to go lightweight because of structural constraints. From an aesthetic standpoint, I needed a product that had a thick profile since I have a low pitch on my home. ArmorLite worked perfectly because it has so much dimensional beautiful and has so many great color choices.

"And I couldn't get just any roof," she adds. "I have to have a great roof because I look at them all day long. My roof represents me and who I am."

It also represents a major shift, a major change, in the roofing industry. A new era, so to speak. Look at it this way: archaic roofing materials of the last 100 years akin to heavy metal armor. ArmorLite is like the lightweight Kevlar bulletproof vest that replaced heavy armor vests.

"It's an awesome product -- the best I've ever seen," says Bernie Reed of Skycraft Roofing in Buena Park, Calif. "I'm still in shock that someone created a product that this industry has needed for decades."

What makes ArmorLite so unique?

- It reflects heat back into atmosphere *and* provides insulation, both of which dramatically reduce heating and cooling costs, ultimately saving consumers thousands of dollars (rebates are offered from utility companies for using "cool roof" rated roofing materials such as ArmorLite);
- Is 100% recyclable with 0% waste in manufacturing;
- Is eight times lighter (3,500 lbs) than the average roof of 30,000 lbs.;
- Uses the least amount of earth's resources of any roofing material;
- Is engineered to withstand the most extreme climatic conditions -- high winds, earthquakes and fires;

- Is an artistic masterpiece of beauty, elegance, and distinction that increases home value;
- Is manufactured in panels, enabling roofers to install it quicker and easier;
- Is offered in multiple colors as well as unique multiple designs such as seashells and stacked stone.

“We wanted the safest roofing in high winds, earthquakes and fire, and we found it with ArmorLite,” says California homeowner Dr. Carl Buckhorn, M.D. “We also liked the eco-friendly benefits and architectural beauty of ArmorLite. That made our decision quite an easy one after we saw all the information on ArmorLite’s web site (www.ArmorliteRoofing.com).”

Says Tustin, Calif. homeowner Kathleen Italiane: “Asphalt shingles are not attractive, especially on our Cape Cod style home. We wanted a slate look, but not the weight or breakage of slate. ArmorLite had the best durability and most artistic thick profile of any of the synthetic slates I had seen. With ArmorLite, my home value increased, so ArmorLite paid for itself. And now our home is the most beautiful on the block.”

ArmorLite’s groundbreaking technology prompted Lawrence Penner, one of the roofing industry’s most well-respected and knowledgeable experts, to give up his executive position at Ridglass Manufacturing after 12 years to come to ArmorLite as Vice President.

“The first time I saw it on a roof, I thought, “Wow, this is absolutely dynamite looking material that people will really want on their roofs,” says Penner, who has been in the roofing industry for 30 years. “At that very moment, I decided to come to ArmorLite – and that was before I ever knew about all the benefits like its light weight, safety features, ease of installation, the fact it’s panelized, and the variety of colors and designs.

“This is by far and away the most unique product I’ve ever seen in the industry,” he says. “Someone has finally done what we’ve been trying to do as an industry for decades. ArmorLite’s technology represents moving the industry out of a totally asphalt-based material for the first time.”

This means, Penner says, that when it comes to breakthrough roofing technology, ArmorLite’s innovation sits at the very top of the list.

ArmorLite would not exist today without Lane, the CEO, and Joe Sciarra, the founder. “Our first major breakthrough came when Frank became our CEO and created a technical and marketing support relationship with GE, a great go-to-market supplier,” Sciarra says. “That’s when we knew we had the product we all envisioned to change the industry for good.”

ArmorLite has also changed life forever for roofing contractors.

For the last half century, roofing contractors have longed for the day when they can install roofs quicker, reduce the number of injuries to their employees, decrease shipping and handling costs,

install roofs more easily, have less breakage and finally to be able to easily walk on roofs. That day has finally arrived with ArmorLite.

"I had a tough time keeping good roofing applicators because of wear and tear on my workers," says Randy Ramsey, President of Ramsey Roofing in San Juan Capistrano. That's not the case anymore, thanks to ArmorLite.

"Now they want to come back and install ArmorLite because it's so light and easy to install," he says. "My guys actually look forward to working when they know we're installing ArmorLite."

Says Seattle roofing contractor Bill Venn: "We absolutely love the product. Once it's on, it's on for a generation. Nothing's ever been made with such quality and beauty. It's one of a kind. We can't say enough about it from its light weight, color options, the fact that it doesn't flip up like all other roofing after 15-20 years, and it is easier to ship. I can go on and on [about the benefits]. The bottom line is that there's nothing like it in the marketplace today. Every roofing contractor needs to use this, not only to benefit themselves, but their employees and their customers, period."

Says Reed of Skycraft Roofing: "All my guys love it too. It takes much less time to install, it's simple to install, it's lighter to move around, you don't get so dirty, there's no breakage. It's really cool. It's by far the cleanest product we've ever worked with."

There's virtually zero breakage factor with ArmorLite.

"You can step on it, jump on it, and it won't break, nick, scratch or dent," Ramsey says. "I can't tell you how many times I've had to go out to homes to change broken tiles, slate and shake. With ArmorLite, I don't have to do that anymore. It's the most durable product ever made. It's a lifetime product. Homeowners won't ever have to get another roof when they get ArmorLite."

Because of the weight of archaic roofing materials like concrete, tile, metal and asphalt, roofing applicators have the highest workman's comp rate of any industry in the country. But ArmorLite changes all that, too, by reducing injuries, workman comp claims and insurance rates.

"The perfect roofing has finally been created," says Lane, ArmorLite's CEO. "The fact that it is eco-friendly, safer for homeowners and contractors, recyclable, reduces energy and energy bills, and is architecturally beautiful makes it that much better. We're very proud of what we created."

To attend ArmorLite's August 8-9 live installation and product demo event, contact Rick Weinberg, Director of Communications and Public Relations, (714) 835-7575 / rweinberg@ArmorLiteRoofing.com. The event is at 346 Vesuvius Dr. Brea, Calif. 92823. For directions, please visit www.mapquest.com.

Fact Sheet

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CEO and President: Frank Lane

Founder: Joseph Sciarra

Number of employees: 12

History: For the last half century, scientists and engineers tried solving the enormous problems of using archaic roofing materials such as asphalt, wood, concrete, clay, composites and metal. No one succeeded in resolving the troubling issues of putting massive weight on roofs, breakage, deterioration, installation injuries, unsafe, environmentally-unfriendly, energy-inefficient, landfill-cluttering materials. Then ArmorLite Roofing Technology was established in March 2004 with the intent to change the industry forever. After six years of research and development, ArmorLite orchestrated the first major technological breakthrough in roofing industry in more than a century, and the most significant technological breakthrough ever, by creating the lightest yet toughest and most durable roofing product ever. ArmorLite's innovative, patented materials have revolutionized the industry and are the most eco-friendly and architecturally beautiful product ever manufactured.

Product: Nu-Slate and Nu-Shake roofing. ArmorLite developed this revolutionary new product with help from General Electric, using advanced engineering polymer materials. The top layer of the roofing product is made from a highly weatherable material called GE Geloy with proven weatherability. This type of material has been used for more than 40 years for outdoor weatherable applications, yet it has never been used in roofing technology until now.

Frank Lane, President

ArmorLite™ Roofing Technology is led by President Frank Lane, a seasoned business executive. He has developed significant and strategic relationships, including ones formed with General Electric and Spartech Corporation. Mr. Lane has more than 18 combined executive years in the roofing, building and construction industries, and it was his multi-talented background in business leadership, science and building and construction that attracted his recruitment to ArmorLite. The lead co-inventor of ArmorLite's patents, Mr. Lane is an accomplished generalist in a variety of fields, including polymer sciences. In these capacities, he has led and developed marketing, manufacturing, formulation, patents, methods and processes. He is a magnet in leading and managing people and resources.

In 2002, Mr. Lane was recruited by ArmorLite founder Joe Sciarra and the company's joint venture partner at the time, BASF Corporation. Frank has a proven history of execution with relevant operational experience, technology expertise and a passion for building successful companies in undefined industry transformational markets. "His leadership and diverse background in science, invention, research and development, building construction and business/marketing leadership skills made him an ideal fit for ArmorLite," Mr. Sciarra says.

Mr. Lane has developed patents, designs, manufacturing and production systems, as well as financial, business and marketing plans. He also has created a stellar management team at ArmorLite, and has teamed with industry leaders to mass produce ArmorLite's product with greater efficiency. He has successfully raised and managed more than \$5 million towards the research and development of ArmorLite's transformational technology.

Not only has Mr. Lane's experience enabled ArmorLite to build strategic relationships with GE Advanced Materials and Spartech Manufacturing, who have collectively contributed more than \$1 million, but he is also responsible for initial sales contracts (more than \$3m) and related sales relationships. He negotiated support and supply contracts with GE and Spartech after the companies reviewed for more than one year potential liability issues, of which they found none. Mr. Lane has negotiated more than \$1 million in materials, technical, testing and marketing support without any equity for the right to supply ArmorLite from these companies. He has also developed a joint venture public relations and marketing plan with GE, including participation in GE's Eco-home builders' program.

Mr. Lane is the lead inventor of ArmorLite Roofing patents and holds other patents as well. He researched and developed the unique polymer engineering of the ArmorLite composite material, designs and interlock, and received a broad patent for his inventiveness, as well as multiple patent pendings (co-inventors: Joe Sciarra and Amit Rao). Mr. Lane is pursuing state and federal cooperation to get the unique specifications of ArmorLite Roofing into government contracts. This includes showing HUD, FEMA and state government how support of ArmorLite Roofing will advance the vision for a more eco-friendly, lower state worker's comp claims and more energy efficient state and nation.

ArmorLite Executive Team

LAWRENCE PENNER, Vice President, is considered one of the most experienced and knowledgeable people in the roofing industry today. He has been involved in the building trade since 1976. After receiving his Bachelor of Arts Degree from Tabor College, he joined a small construction firm specializing in custom home construction and remodeling. He then was hired by Burke Roofing Company in 1978. Starting with installation, estimating and managing crews, and to one-step distribution, Mr. Penner advanced from customer service to outside sales to leadership management.

He diversified his career by moving to manufacturing, where he was able to develop more than 20 new products for the roofing industry, as well as three patents. Handling the operations of a company with annual sales of \$75 million and guiding the sales force, Mr. Penner has developed strong industry relationships and exhibited forthright leadership.

Mr. Penner's experience enabled him to clearly see ArmorLite's business opportunity, prompting him to join ArmorLite as VP of Operations and Sales. "His extensive knowledge and experience is the driving force behind the growth and success of ArmorLite from a distribution and sales perspective," says ArmorLite President Frank Lane.

JOSEPH SCIARRA, Founder, is co-inventor of ArmorLite and a leading force behind the development of the product. He put forth his creative talent to co-invent a roofing product where none existed. Through his entrepreneurial talents, he has managed the developmental aspects of the product, including corporate relationships. Mr. Sciarra received his Bachelor of Science Degree from the University of California, Pomona. He is a sales executive with more than 25 years of success in all aspects of sales management, consumer products marketing, distribution of products, and business development. His experience includes introducing new products into the market and strategically placing them in key accounts. The first company he developed and sold to Carnation Industries was in the field of artificial insemination. He established the sales distribution system for the No. 2 selling suntan lotion, Banana Boat. He also saw the unlimited potential of ArmorLite as an industry transformational technology.

AMIT RAO, Technical Research and Development Engineer, received a M.S. degree in Materials Engineering and Science from South Dakota School of Mines and Technology. His two years of research in the Chemistry and Chemical Engineering Department focused on the generation and characterization of molybdenum trioxide nanopowders. After graduating, he became consultant for Nano Science and Technology Institute in Cambridge, MA. He worked on a report that detailed all Nanotechnology Initiatives/Programs (Government, Private and Universities) in the U.S. He co-authored articles entitled "Nanostructured Materials" and "Nanoscale Processes for Environmental Improvement," which were published in the *Nanotech 2004 Nanotechnology Conference and Trade Show* in Boston. He later worked for Radiation Shield Technologies as a Research Engineer in Coral Gables, Florida, before joining ArmorLite.



America's Most Advanced Roofing

The Safest Roofing Product in High Winds, Earthquakes and Fire

It's in the name: Armor-Lite -- as strong as armor and as lightweight as a Kevlar bulletproof vest or an automobile's bumper.

ArmorLite is made with advanced "polymer" materials by



Materials have over 40 years of proven weatherability

Backed by a Limited Lifetime Warranty

ArmorLite's lightweight will not strain or weaken your foundation or framing structure, causing cracks and sagging

Approved to go over existing unattractive asphalt shingles

Exceptionally resistant to denting, breaking or deterioration

Immune to rotting, mold, or mildew

Easier, faster and safer to install

Will not cave in during a fire or earthquake like heavy materials

Extremely high wind resistant providing safety from flying materials

Double Barrier Fire Protection System



The Most Environmentally-Friendly Roofing Product in History

- Uses least amount of earth's resources used in any roofing product
- 100% recyclable and made with 85% recycled material
- Reflects heat back into atmosphere, reducing cooling and energy costs
- Provides insulation to reduce heating and cooling costs
- 0% waste in manufacturing -- no landfill waste
- Consumes least amount of energy to manufacture and ship
- 8 times lighter than most roofing materials
- Alternative to wood shake, saving our forests
- 85% of roofing materials break down over time, washing toxic material into waterways, rivers and oceans – but not with ArmorLite
- Engineered to withstand earth's most extreme climatic conditions
- Safer in high wind, fire and earthquake
- Resistant to rotting, mold, and mildew
- Cool Roof Compliant