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FOR IMMEDIATE RELEASE

From: **Fred Sitter, Marketing Communications Director**

EXCEPTIONAL® Metals Announces New Reference Manual

Saginaw, Michigan – February 3, 2009 – EXCEPTIONAL Metals, a division of Duro-Last® Roofing, Inc., announced the availability of a new reference manual at its recent National Sales Seminar in Daytona Beach, Florida.

The new piece showcases the products, edge details, and accessories available from EXCEPTIONAL Metals along with CAD drawings of these products, technical data, and a metal color chart. The new product reference manual is available online via the Duro-Last and EXCEPTIONAL Metals web sites.

- *www.duro-last.com/marketing*
- *www.exceptionalmetals.com*

This interactive web version gives users the look and feel of a physical book, with page turning capabilities, plus internally linked information that can be clipped, e-mailed, saved, printed and turned into PDFs that can be easily inserted into architectural documents, proposals, etc. An interactive PDF on CD will be provided to Duro-Last customers in late February.

“Our goal was to create a reference guide that would answer common product questions and help explain our metal products in great detail,” said Fred Sitter, Duro-Last Marketing

Director. *“The online version uses some pretty cool technology to provide users with a comprehensive, accessible, and highly-interactive reference manual.”*

EXCEPTIONAL Metals manufactures high-quality metal products designed for use with single-ply roofing systems. Products include roof accessories, metal edge details, drainage systems, scuppers, collector boxes, pitch pans, vinyl-coated metal products, and custom-fabricated products. Duro-Last installations that are completed using EXCEPTIONAL Metals perimeter details are protected by a comprehensive edge-to-edge warranty that guarantees the watertight integrity of the roof.

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan as well as other manufacturing facilities in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, the Duro-Last roofing system has become known as the “World’s Best Roof®”. Since 1978, Duro-Last Roofing, Inc. has manufactured a custom-fabricated, reinforced, thermoplastic membrane roofing system that is ideal for any flat or low-sloped commercial and industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, and high winds. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com*

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(<http://www.exceptionalmetals.com/images/reference-manual.jpg>)
Image of Reference Manual for press release