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FOR IMMEDIATE RELEASE

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

Duro-Last® Roofing, Inc. Hires James R. Townsend as EXCEPTIONAL® Metals Product Manager

Saginaw, Michigan – May 20, 2011 – Duro-Last® Roofing, Inc., is pleased to announce the hiring of James R. Townsend as Product Manager for EXCEPTIONAL® Metals, a division of Duro-Last. In this newly-created position, Jim will be responsible for representing EXCEPTIONAL Metals' entire product portfolio, including metal edge and other roof details, and the recently-introduced standing seam metal line. He will work with Duro-Last's independent sales representatives and authorized roofing contractors to position EXCEPTIONAL Metals products with end-user customers, including corporate accounts.

Jim has extensive experience in standing seam metal roofing, marketing, and engineering design. Prior to joining Duro-Last, he spent 20 years on the manufacturing side of engineered standing seam metal roofing. Previously, he was Principal of The Peer Group, Inc. a consulting agency focused on forensic evaluation of roofing system failures. He is a member of the Roof Consultants Institute, The Construction Specifications Institute and the National Roofing Contractors Association. He is a professional speaker for the American Institute of Architects, the Construction Specification Institute, and the Association of Professional Engineers.

Jim will work from his office in Atlanta, Georgia.

*With corporate headquarters and a manufacturing facility in Saginaw, Michigan, and other locations in Grants Pass, Oregon; Jackson, Mississippi; and Sigourney, Iowa, Duro-Last Roofing, Inc. is the manufacturer of the “World’s Best Roof”®. Since 1978, Duro-Last has produced a custom-fabricated, thermoplastic single-ply roofing system that is ideal for any flat or low-sloped commercial or industrial building. Energy-efficient and extremely durable, the Duro-Last roofing system is also leak-proof, virtually maintenance-free and resistant to chemicals, fire, punctures, and high winds. In addition to the Duro-Last roofing system, the company’s brands include the Duro-Last Cool Zone®, the Duro-Shield® metal retrofit, Duro-Last Designer Series roofing systems, and the Duro-Last Fleeceback™ System. For more information, contact **Fred Sitter at 800-248-0280** or visit www.duro-last.com.*



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