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**FOR IMMEDIATE RELEASE**

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**IBS Booth # W3000**

**Eagle Roofing Products Provides Roofing Solutions  
That Deliver Aesthetics, Durability and Energy Efficiency**

***New Artisan Series Tile Tops IBS Builder Magazine Concept Show Homes***

**RIALTO, Calif., Jan. 6, 2012** – Eagle Roofing Products will be showcasing their new Artisan Series, cool roofing tile and solar solutions at this year's International Builders Show Feb. 8-11, at the Orange County Convention Center in Orlando, Florida.

Eagle Roofing Products was chosen to grace the 2012 Builder Magazine concept homes at this year's International Builders Show. Chosen for their beauty, durability and energy efficiency; Eagle's roofs top three homes designed to meet the lifestyle demands of three different generations.

"Our 2012 project partners serve as a benchmark for quality and innovation," said Warren Nesbitt, executive director of Hanley Wood Residential New Construction Group. "Their expertise and collaboration will make the Builder Concept Home 2012 one of the most exciting projects to date."

Sponsored by the National Association of Home Builders (NAHB), the International Builders' Show (IBS) is the most significant event of the year for the U.S. home building industry and the largest annual light construction trade show in the world. The annual unveiling of the IBS concept homes is a convention highlight and attracts home builders and industry professionals seeking the latest innovations in home design and construction.



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Centerline Homes of Coral Springs, Fla. is building the three homes included in this year's "A Concept for the Ages" which encompasses three distinct homes, each reflecting the lifestyle needs and priorities across multiple generations: Gen Y (millennials/echo-boomers), Gen X (baby bust), and Gen B (baby boomers). Builder Magazine provides detailed information and a virtual tour of the Gen B home at their website: [www.builderconcepthome2012.com](http://www.builderconcepthome2012.com). The homes will also be used as model homes for Centerline's 2,000-home Eagle Creek community near Lake Nona in Orlando.

"Centerline Homes offers our customers at Eagle Creek a tremendous value for their home-buying dollar with unique and innovative designs, quality construction and a long list of included luxury features such as an energy-efficient Eagle tile roof," stated Jeffrey Auchter, vice president of marketing for Centerline Homes. "We take our value commitment very seriously, and that is why we partner with Eagle Roofing."

USA owned and operated, Eagle Roofing Products is a leading manufacturer of high quality, energy-efficient roofing products, including concrete tiles, accessories and solar solutions.

"Our energy-efficient and beautiful concrete roofing tiles are available in a wide variety of styles and colors, complementing any architectural design," said Kevin Burlingame, president of Eagle Roofing Products of Rialto, Calif. "No matter the demographic, homebuyers today increasingly consider the energy efficiency of their home before making a purchase decision. The roof can provide a significant benefit to the aesthetics, performance and durability of the structure."

Builders, architects and remodelers should consider tile for all of their residential and commercial needs:

**Green From the Inside Out**

- Tile is an inherently green product, made from locally sourced materials and manufactured with the most advanced equipment and processes available.
- Eagle tile is composed of pre-consumer recycled content and environmentally friendly materials.



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- Eagle Roofing tiles offer CRRC, LEED and Energy Star Rated colors that reduce energy costs by 10-30% and are compliant with codes and green building requirements. The tiles also can reduce global warming and urban heat island effects, smog and the production of CO2.

#### **Protection From The Elements**

- All Eagle roof tile is a Class A roof covering.
- Pass freeze-thaw requirements.
- Exceed current seismic load requirements.

#### **Tile Roofs Rise Above With Value and Beauty**

- Eagle provides an industry-best lifetime, transferable product warranty.
- Tile is engineered to last the life of the structure; providing low lifecycle costs.
- Tile allows you to differentiate your project, while providing superior curb appeal and resale values.

Visit us at IBS Booth W300 or our website, [www.eagleroofing.com](http://www.eagleroofing.com), to learn more about our tile roofing and solar solutions.

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#### **About Eagle Roofing Products**

USA Owned and USA Made Eagle Roofing Products, a division of Burlingame Industries, was founded in 1989 with the goal of manufacturing quality concrete roof tile in modern, automated and high-speed plants. As one of the nation's leading manufacturers, Eagle is dedicated to servicing the new construction and remodeling industries worldwide. Having earned A+ rating by the Better Business Bureau, Eagle provides customer service, design center and sales support at the local level. Eagle strives to innovate trend setting technologies and products that help the environment while helping our customers and their customers. Eagle's entire team works hard to be the industry's tile company of choice – providing the industry with green solutions that increase curb appeal while reducing energy costs. For more information on Eagle Roofing Products, please visit [www.eagleroofing.com](http://www.eagleroofing.com).

#### **About Eagle Solar**

Eagle Solar is a leading wholesale provider of roof-integrated solar solutions, offering system design, financial analysis and rebate processing services alongside award-winning products such as the Eagle Solar Roof. Eagle Solar is proudly American-owned and operated. Eagle Solar is a sister company of Eagle Roofing Products, one of the largest roof tile manufacturers in North America. For more information on Eagle Solar, please visit [www.EagleSolar.com](http://www.EagleSolar.com).