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For Immediate Release

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Eagle Roofing Launches Redesigned Web Site With Enhanced Functionality

RIALTO, Calif., Nov. 27, 2007 – Working to provide customers with fast and easy access to product information, Eagle Roofing Products, a division of Burlingame Industries, is pleased to announce it has launched its new website. The site, www.eagleroofing.com has been completely redesigned with enhanced functionality and simplified navigation.

Boasting an improved, easy-to-use interface, Eagle's website has been recreated with a focus on educating customers as well as improving customer service to industry professionals. Consumers can easily find general information regarding Eagle's concrete roof tiles, and the benefits of doing business with Eagle.. Direct links provide access to product benefits, frequently asked questions and case studies that help homeowners make an informed decision about their roof.

The site also includes enhanced functionality and design tools for architects, builders and roofing professionals. Simplified navigation and improved customer service tools enable users to easily view products, order samples and ask questions directly from the site. In addition, new design and resource capabilities have been added to the redesigned website specifically to support architects and give them access to the tools they need to create award-winning projects. Through simplified links, architects can easily download high-resolution tile photos, full-color hatch patterns for every Eagle tile color, as well as CAD construction details.

“Too many websites in our industry just provide large amounts of information without any practical means for users to access the data that can help them make informed decisions,” said Dave Mills, Eagle Roofing Products’ director of national market development. “We listened to our customers and have taken great care in redesigning our site to meet their requests. Our new site not only provides product information and industry tools our customers have said they want, but it makes them quickly and easily available through links that make sense. The end result is a roofing website that is of value to the user and their project.”

Leading the roofing industry through its commitment to the environment, Eagle has also added a special section devoted entirely to the company's new green building initiatives. With a simple click of the mouse users can access information on Eagle Solar Roof, Energy Saving Roof and Cool Roof tile. Visitors can also learn about the company's manufacturing process and its



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corporate measures that provide greater energy efficiency, reduce waste and pollution and preserve needed resources.

According to Mills, future enhancements to Eagle's website will include architectural tools such as SpecWizard™, an automated spec writing tool provided by ARCAT™, and CSI specifications that include Eagle's Solar Roof, Energy Saving Roof and Cool Roof Tile. In addition, continuing education courses approved by American Institute of Architects (AIA) will be made available via the website.

For additional information on Eagle Roofing Products, contact Melissa Pellerito, marketing communications manager for Eagle Roofing Products, at (909) 355-7000 or visit www.eagleroofting.com.

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About Eagle Roofing Products

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. From the beginning, Eagle Roofing Products has prided itself on building strong relationships with customers of all sizes by listening and responding to their requests. Eagle Roofing Products is continually expanding its production capacity and its market coverage in order to offer its superior products nationwide. Having earned AAA rating by the Better Business Bureau, Eagle maintains strong sales and customer service support at the local as well as national level. Eagle is also committed to seeking out trend setting technologies and products that help the environment while helping our customers and their customers. Our green building products and green manufacturing process are a major focus of the company's time and investments. For more information on Eagle Roofing Products, please visit www.eagleroofting.com.