

Press Release

For Immediate Release

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**EcoStar® Recycled Roofing Tiles Can Play a Role in Premium Discounts Offered
by Insurance Companies to Green-minded Home and Building Owners**

(Carlisle, PA) About two dozen insurance companies are offering premium credits and discounts to owners of green buildings and homes according to a recent Wall Street Journal report. In much of the U.S., this means a Leadership in Environmental and Energy Design (LEED®)-certified building.

EcoStar, a leading manufacturer of recycled synthetic slate and shake roofing tiles, offers products that can contribute points toward LEED certification for home and building owners. EcoStar's Majestic Slate™ and Seneca Cedar Shake Tiles™ are made from 80% recycled materials, feature Class A and C fire ratings and have minimal limestone filler, providing long-term durability and performance.

Insurers see the value in green homes just as much as the people who are building and living in them. Green buildings are better for the environment, better for the inhabitants and more energy-efficient, creating less waste, conserving energy and water and helping to reduce greenhouse gas emissions. These factors allow for healthier families and increase the performance of the home, all benefits to consumers and their insurance companies.

LEED certification is attained in various ways such as installing solar panels, water-reducing toilets, sinks and recycled roofing tiles. "By using recycled rubber and plastic in the manufacturing process, EcoStar roofing tiles divert tons of waste from landfills each year," explained Michael McAuley, EcoStar general manager. "The use of EcoStar products preserves rapidly declining natural resources because trees are not cut and stones are not quarried in the production of EcoStar tiles."

With recent attention brought to energy efficiency and green products by way of President Obama's stimulus package in the Renewable Energy tax credits and incentives, home owners can receive up to a 30% tax credit for energy-efficient improvements. Insurance companies appear to be following the President's lead by granting discounts to homeowners who are going

green. Homeowners should contact their insurance companies to see what discounts may be available.

About EcoStar

EcoStar, a division of Carlisle Construction Materials, continues to provide unique options for the steep-slope roofing industry. Every EcoStar product offers exceptional longevity, durability and aesthetics. EcoStar offers a full line of premium, synthetic slate and cedar shake tiles as well as accessories. For more information on EcoStar roofing products, call 800.211.7170 or visit www.ecostar.carlisle.com.

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