



For Immediate Release

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### **EcoStar LLC Unveils New Color**

*EcoStar Introduces Driftwood Brown to both Majestic Slate™ and Seneca Shake™ Product Lines*

(Holland, NY) -- January 2011 – EcoStar LLC proudly announces the introduction of a new color, Driftwood Brown. The new palette addition is part of EcoStar's continued goal to offer expansive color and profile choices in roofing to homeowners, contractors, architects and builders.

Driftwood Brown, along with the recent addition of Sage Green, offers more muted tones that can be applied as a single color to the roof, or easily blended with EcoStar's existing color palette. With the addition of Driftwood, EcoStar™ now offers 11 color choices for both its Majestic Slate and Seneca Shake products.

"With seven profile choices, 11 standard colors and the ability to produce custom colors, EcoStar offers its customers endless design possibilities," explains Ed Staroba, EcoStar General Manager. "We continue to evolve our product lines to reflect the needs of the market."

EcoStar Majestic Slate and Seneca Shake tiles offer a lightweight yet durable alternative to traditional slate and shake roofing materials. Made from 80% post-industrial recycled rubber and plastic, the roofing tiles utilize millions of pounds of industrial waste that could otherwise end up in landfills. EcoStar tiles feature long-term performance, backed by an available 50-year Gold Star Warranty. All EcoStar tiles are available with a Class C or Class A fire rating and an optional 110 mph wind approval system.

#### **About EcoStar**

EcoStar LLC, and Staroba Plastics, Inc., continue to provide premium steep-slope solutions for the roofing industry. EcoStar offers a full line of synthetic slate, shake and designer tiles that offer exceptional longevity, durability and aesthetics. For more information about EcoStar and all of its products visit [www.ecostarllc.com](http://www.ecostarllc.com) or call 800.211.7170.