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Eagle Roofing Products' New Artisan Tile Emulates a Distinctive, Rustic and Colorful Look

*Any type of structure will benefit from Artisan's impressive aesthetics
and the inherent benefits of an energy-efficient concrete tile*

RIALTO, Calif., June 28 2011 – Eagle Roofing Products is providing homeowners, roofing contractors, builders and architects yet another premium roofing option with the introduction of its new Artisan Series concrete roofing tile. Inspired by an authentic hand-made looking tile, the Artisan Series is available in an array of striking color combinations.

"Our new Artisan product is unlike anything else on the market today," said Kevin Burlingame, president of Eagle Roofing Products. "The concrete tiles are created in a single base color and treated with a unique process that creates random streaks in beautiful accent colors so that no two tiles look the same. The result is a rustic, natural aesthetic in a durable, easy-to-install concrete tile that will dramatically enhance any structure with striking beauty."

The Artisan Series is currently available in a variety of popular styles, such as Capistrano, Malibu and Bel Air.* Launched late last year in the Southwest and Midwest markets, Artisan is quickly becoming a favorite tile choice among trade and consumer customers. The Artisan Series is now available in Florida, Northeast and Southeast and is being introduced in Southern California this summer.

Like all Eagle Roofing products, the Artisan Series:

- Are Class A fire rated.
- Has a Class 3 & 4 hail ratings per FM4473.
- Meets the 2009 International Building Code (IBC) and the 2009 International Residential Code (IRC).
- Passes freeze-thaw requirements.
- Exceeds current seismic load requirements.
- May help reduce cooling costs by reducing heat transfer into the attic due to the airspace under the tile; as well as the highly reflective surface.
- Are protected by a lifetime, transferable, limited product warranty.

Artisan will be among the Eagle Roofing tiles featured on Builder Magazine's 2012 Concept Home project at the 2012 International Builder Show, (IBS) Feb. 8 -11, at the Orange County Convention Center in Orlando, Fla. As the building industry's premier product showcase, IBS attracts more than 50,000 attendees annually and marks the 14th year Hanley Wood has provided the industry with relevant examples of trends, technologies and designs through their IBS Concept Home Series.



Centerline Homes of Coral Springs, Fla. will build the three homes included in this year's "A Concept for the Ages"; which will encompass three distinct homes, each reflecting the lifestyle needs and priorities across multiple generations. Included will be Gen Y (millennials/echo-boomers), Gen X (baby-bust), and Gen B (baby boomers). Artisan's Grand Canyon tile, with its vivid southwest color scheme, will grace the baby boomer concept home. The homes will also be the models for Centerline's 2,000-home Eagle Creek community near Lake Nona in Orlando. Eagle Creek offers a country-club lifestyle without the country-club price points.

"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 Eagle Roof Tile." 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. We're very excited about their new Artisan line of roof tile products and Eagle's outstanding reputation for product reliability and customer service."

A tile roof is one of the longest-lasting roofing products you can buy. And it's as beautiful as it is durable. It can withstand rain, snow, high wind and scorching heat, while providing years of worry-free performance.

"The new Artisan Series will enhance any architecture, resulting in curb appeal that simply is not available with other roofing materials," said Burlingame. "We look forward to providing our customers with this distinctive and colorful tile option."

To find out more about Eagle's new Artisan Series and other tile roofing solutions, visit our website at: www.eagleroofting.com.

**Check our website for profiles available in your region as availability may vary.*

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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 the 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.

About Centerline Homes

Centerline Homes was founded on the vision of anticipating the leading trends of Florida real estate and then being among the first to fulfill them. According to Company President Craig Perry, "I started this company with the guiding philosophy to develop and build innovative homes in prime locations which meet and exceed the needs of today's buyers." The Centerline Homes team proudly continues this home building tradition and is excelling in areas all across Florida. Today, the Centerline Homes name is well recognized for providing new home buyers the best value for their dollar with beautiful homes featuring unique, spacious designs, expert craftsmanship and luxury appointments.