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BORAL ROOFING LAUNCHES REVOLUTIONARY SMOG-EATING Tile Roof Tile a key feature of energy-efficient project by KB Homes

IRVINE, CA – (November, 2010) Imagine a roof that can neutralize the exhaust smog from your vehicle. SMOG-EATING Tile is the new line of roof tiles from MonierLifetile L.L.C., a Boral Roofing company that does just that by speeding up oxidation to reduce pollution and contaminants to the environment.

SMOG-EATING Tile incorporates a photo catalytic agent, titanium dioxide, to break down nitrogen oxide molecules and significantly reduce their impact on the environment. Nitrogen oxide is a major driver of air pollution and smog, generated from every burning process and present in a very high concentration in street traffic. Nitrogen oxide molecules can cause respiratory diseases along with permanent damage to plants and trees. Over one year, 2,000 square feet of the new tiles can destroy approximately the same amount of nitrogen oxide as a car produces from being driven 10,800 miles.

The SMOG-EATING Tile's ability to neutralize smog represents one real way that American consumers can act to neutralize the harmful effects of air pollution and protect the environment. The World Health Organization estimates that 2.4 million people die annually of causes directly attributable to air pollution. While many Americans contribute to the problem because of their dependence on petroleum products to run their automobiles, SMOG-EATING Tile can help to erase the annual smog footprint they create running their cars and thus help prevent smog-related illness and death.

"We incorporated a revolutionary, ecofriendly concrete tile system on the home which literally cleans smog from the air," explains Robert Pacelli, marketing communications manager for Boral Roofing, the world's most sustainable roofing manufacturer. "This cutting-edge Tile will appeal to both builders and homebuyers looking to reduce their environmental footprint," he

said. This revolutionary product was featured on five earth-friendly prototype homes built by KB Homes for their Alamosa community in West Lancaster, CA. KB began construction on the first home in late March 2010 and recently debuted the prototype at an event in July.

“At Boral Roofing, we strive to develop and bring to market products that preserve and protect the environment, all while providing a better living experience for homeowners,” said for Boral Roofing. “SMOG-EATING Tile is our newest innovation, one for both new homes and re-roofing projects, that we believe will have a lasting and substantial impact on our health, and most importantly our planet.”

SMOG-EATING Tile contains a specially prepared catalyst embedded in the upper part of the tile body. When exposed to sunlight, the catalyst speeds up the oxidization process, resulting in reduced pollution. The photo catalytic properties in the SMOG-EATING Tile are long lasting and kind to the environment, with the added benefit of destroying organic substances that come into contact with the tile, such as algae and organic dirt. The dirt and algae are then rinsed off with the rain.

Boral Roofing is the leading manufacturer of clay and concrete roof tiles across North America. The company’s innovative Energy Efficient Roof System utilizes an elevated batten system, vented eave risers and ridge guards to reduce energy costs. While individual savings will vary, studies have shown that clay and concrete tile roof systems can reduce the amount of heat penetrating a conditioned space by 50% versus direct-to-deck installations, resulting in 22% lower energy consumption. The tiles are made from naturally occurring, locally-sourced raw materials that are produced in a low-impact environmentally conscious manufacturing process with almost zero waste.

For more information on Boral Roofing and its clay and concrete roof tile systems, visit www.BoralNA.com or call Bob Pacelli Communications Manager Boral Roofing 1-800-571-TILE (8453). Ext 8202

About Boral Roofing:

Boral Roofing is a division of Boral USA, the country’s largest premium provider of complete roofing and re-roofing solutions for architects as well as commercial and residential builders. Boral Roofing which includes US Tile and MonierLifetile, operates 15 clay and concrete tile manufacturing plants throughout the US and Mexico.

About Boral USA:

Headquartered in Roswell, Georgia, Boral USA employs approximately 1,500 individuals at more than 140 operating and distribution sites across the United States. The U.S. operations include the country’s largest brick manufacturer and the largest clay and concrete roof tile manufacturer.

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