



ATTENTION BUSINESS, TECHNOLOGY AND HOME IMPROVEMENT:

DREAMROOFS.COM LAUNCH OF A UNIQUE CONSUMER ROOFING INFORMATION WEBSITE

TORONTO – March 29th, 2004 - A new and unique web-based information portal called DreamRoofs.com will be unveiled at the upcoming National Home Show being held at the National Trade Centre - Exhibition Place in Toronto from April 9th to 18th, 2004. Launched in 2003, this will be the first public demonstration and introduction of the DreamRoofs.com website to Canadians with the purpose of raising consumer knowledge and awareness of residential roofing issues.

Designed to be informative and interactive, DreamRoofs.com seeks to be:

- the single most important information roofing resource for Canadians by providing extensive relevant content concerning the selection and/or replacement of a residential roof.
- an education center providing consumers with the peace of mind on such issues as: choosing a contractor, shingle style and colour, warranty and the installation process on what is likely their most substantial single investment – their home.

“This is an extremely valuable source of technical information and design options for anyone considering renovating or replacing a residential roof in the near future,” said Avery Abramovitch, e-business manager of DreamRoofs.com. “Not only does it provide conscientious consumers easy access to information, the interactive design tool allows visitors to view their individual style of home with a variety of shingle types and colours. Overall, our most important objective with DreamRoofs.com is to help homeowner confidence during this often stressful time.”

Highlights of the already award-winning site include:

- a website design that is organized in a manner that reflects the re-roofing project process;
- a roofing workshop that gives homeowners the opportunity to preview shingle styles and colours before any purchase is made;
- an on-line project saving function that allows users to save, store and recall their project anytime;
- a narrated roofing installation tutorial;
- information on the advantages of shingle warranty;
- linking the homeowner's project specifications with selected professional installers and retail stores thus facilitating project implementation.

Reaction to the DreamRoofs.com site has been positive with traffic growing rapidly through word of mouth. And, with low interest rates continuing to fuel both a buying and renovating frenzy in the residential housing market, DreamRoofs.com will continue to be a valuable resource tool for many Canadians.

About DreamRoofs

DreamRoofs.com is a web-based consumer information portal designed to increase the awareness of the issues surrounding the installation, selection, design and warranty of a residential roof. It is designed to be both interactive and informative, and to help Canadians make a better choice when replacing or renovating their roof. It employs leading internet technology and allows consumers to visualize their type of home with a variety of shingle styles and colours.

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For an interview with a DreamRoofs.com representative or additional information please contact:

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SITE MAP

DREAMROOFS.COM

Roofing Workshop	Roofing Basics	Style and Design	Getting the Job Done	Express Yourself	Media Room
<ul style="list-style-type: none">• Roofing Workshop	<ul style="list-style-type: none">• Asphalt Roofing• Premium Roofing System Tour• Roof Problems and Warning Signs• Warranty and Performance• Terminology• Roofing System Components• Questions and Answers	<ul style="list-style-type: none">• Shingle Styles and Design• Products Showcase• Thoughts on Colours• Enhancing your Roof• Questions and Answers	<ul style="list-style-type: none">• Get in Touch with a Roofer• Locate a Dealer• Budget Helper• Roof Installation Tutorial• Estimate Material Quantities• Specification Writer• Hiring the Right Contractor• Professional Installation Checklist• Financing Options• Roofing Safety• Questions and Answers	<ul style="list-style-type: none">• Refer This Site to a Friend	<ul style="list-style-type: none">• Media Kit• Press Releases• Image Gallery• A/V Center• Media Coverage• Media Contacts• Mailing List



1. Roofing Workshop

- A step-by-step guide in selecting the shingle that best fits your home, your budget and your style, allowing you to preview several houses and match colours of shingles, trim and siding.

2. Roofing Basics

- a) Asphalt Roofing
 - Describing the function and style of asphalt roofing, the advantages of asphalt shingles, and differences between organic and fiberglass shingles.
- b) Premium Roofing System Tour
 - An interactive presentation that walks you through and describes the components of a premium roofing system.
- c) Roof Problems and Warning Signs
 - A graphical view that assists in identifying the potential for roof failure.
- d) Warranty and Performance
 - Important warranty information described in an easy to understand format, to help you get the most out of your roof for years to come.
- e) Terminology
 - An A to Z list of roofing terms.
- f) Roofing System Components
 - Describing the basic components of a roofing system, from eave protection to the roof deck.
- g) Questions and Answers
 - Frequently asked questions on the basics of roofing, and their answers.

3. Style and Design

- a) Shingle Styles and Design
 - Residential roofing styles and designs that helps consumers decide which shingles are right for their house.
- b) Products Showcase
 - A comprehensive list of shingles, a colour selector as well as technical documentation and warranty information.
- c) Thoughts on Colours
 - The importance of colour and deciding which colour shingles to choose.
- d) Enhancing your Roof
 - Describing a number of accessories and additions available for your roof that will enhance its appearance and increase its performance.
- e) Questions and Answers
 - Frequently asked questions on the style and design of roofs, and their answers.

4. Getting the Job Done

- a) Get in Touch with a Roofer
 - Locate a roofer in your area.
- b) Locate a Dealer
 - Locate a dealer in your area.
- c) Budget Helper
 - The DreamRoofs.com Budget Helper gives you the approximate cost of the roofing project assuming you are hiring a contractor.
- d) Roof Installation Tutorial
 - An interactive, step-by-step guide to applying shingles to your roof, from the initial preparations all the way through to completion.
- e) Estimate Material Quantities
 - Estimate material quantities required for roofing or re-roofing.
- f) Specification Writer
 - A step-by-step tool that helps determine required roofing project materials based on the user's geographic location and slope of roof, and automatically selects the proper hip & ridge based on shingle type and colour.
- g) Hiring the Right Contractor
 - Helpful rules for selecting contractors.
- h) Professional Installation Checklist
 - Points to consider in making sure the installation is professional and worry-free.
- i) Financing Options
 - Describing methods of payment for roof repairs and new roofs, along with easy-to-use calculators.
- j) Roofing Safety
 - Helpful and necessary information to safely perform a roofing job.
- k) Questions and Answers
 - Frequently asked questions on getting the job done, and their answers.

5. Express Yourself

- a) Refer This Site to a Friend
 - Send a friend a link to DreamRoofs.com.

6. Media Room

- a) Media Kit
 - Company information for media use.
- b) Press Releases
 - The latest press releases.
- c) Image Gallery
 - Downloadable high-resolution graphics for media use.
- d) A/V Center
 - Audio-visual files available for download.
- e) Media Coverage
 - The latest headlines regarding DreamRoofs.com.
- f) Media Contacts
 - List of EMCO representatives media can contact for further information.

g) Mailing List

- For members of the media or anyone else who wants to receive up-to-date media information as it becomes available.



DREAMROOFS.COM NUMBERS

- 2,200** The average total number of visitors per day after nine months online.
- 6** The number of pages on average that are viewed by each unique DreamRoofs visitor.
- 70** The percentage of visitors that select premium shingles for their project.
- 1** Locator and contact information system that geographically recommends a certified roofer closest to your home.
- 95** Percentage of homeowners satisfied with the DreamRoofs website and customer service experience.
- 3,000** The total number of roofer and dealer contacts across Canada.

INDUSTRY NUMBERS

- 3.3** The percentage of the cost of a new home represented by roofing.
- 8.1** The percentage of all expenditures on home repair and renovation represented by roofing, including full replacement. The \$1.65 billion spent on re-roofing was second only to the \$1.76 billion spent on painting. The average expenditure for a complete re-roof was \$3,259.
- 204,100** The total number of new homes estimated by the CMHC that will be built in Canada in 2004.
- 22** The percentage of homeowners who wait until the roof leaks before repairing or replacing it. On the other hand, over 50% of homeowners will replace their roofs before it becomes necessary (usually for aesthetic reasons).
- 50** Roofs cover up to 50% of a home's exterior. This is why selecting architectural shingles has such a strong impact on the curb appeal of a house.
- 567,164** The estimated total number of existing residential homes in Canada that will replace a roof in 2004.



WEB AWARDS – DREAMROOFS.COM

After only a few months in operation, DreamRoofs.com has been recognized as an industry leading website, winning several awards such as:

"Best Home Building Website" - 2003 WebAward Competition - Web Marketing Association

"The Web Marketing Association (WMA) was founded in 1997 to help set a high standard for Internet marketing and corporate web development on the World Wide Web. Staffed by volunteers, this organization is made up of Internet marketing, advertising, PR and design professionals from around the country who share an interest for improving the quality of advertising, marketing and promotion used to attract visitors to corporate websites.

The Web Marketing Association is the producer of the WebAward Competition. Now in its 7th year, the WebAwards is the premier annual award competition that judges website development against an ever increasing Internet standard and against peer sites within their industry."

"Learning Fountain" - The Learning Fountain Network

"Excellence on the Internet means building a Learning Fountain that influences visitors by helping them learn. The Learning Fountain emblem you receive when your application is approved is more than an award; it is an oath: to give visitors satisfying learning experiences, and to maintain a spirit of helpfulness and community."

"Surfers Choice Award: Top Site: Business, Manufacturing" - Surfers Choice Internet Awards

"DreamRoofs is a truly superb corporate site and is exemplary in every aspect that we seek in sites of this ilk. The aesthetics are most pleasing and the substance in the content is not seen often enough in such sites. You have added excellent resources for visitors which truly makes the site an interactive and pleasing experience."

"Maestro Award of Excellence" - Maestro Awards

"Maestro Awards has established itself as one of the leading award programs due to our unique and complete site review procedure, and the proper way we present our winners. A brilliant website! Well done!"