



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.

- 30 -

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

Communications MECA

Julie Lepsetz, Account Executive

Phone: (514) 288-8500 ext. 233

Toll Free: 1 888-764-6322

Fax: (514) 288-5680

Email: jlepsetz@meca.ca