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We're putting the  
pedal to the metal.

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You'll see MRA advertising throughout the year on cable TV and in national magazines.

**Cable Television**

The Weather Channel  
The Learning Channel  
DIY Network  
Home & Leisure Channel

**Magazines**

Sunset  
Southern Living  
Southern Accents  
Coastal Living  
Canadian Homes & Cottages



In addition, MRA member contractors receive a "marketing tool kit"—advertising, direct mail, co-op radio advertising and other materials that will deliver prospects and leads directly to your business. Get in on the action.

There's never been a better time to be part of the MRA and the exciting future of metal roofing.

Now's the time to join the MRA. Visit [MetalRoofing.com](http://MetalRoofing.com) today, and get ready to take full advantage of the coming boom in metal roofing.

We're going to generate huge traffic to the MRA site in a number of effective ways:

- Banner ads and links on other Web sites
- Stories in magazines, newspapers, on radio and TV
- Promotional tie-ins, such as our successful partnership with Michael Holigan's highly-rated TV program *Your New House*
- A new national advertising campaign promoting "Investment Grade Roofing"



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*We can see a spike in calls and orders when MRA advertising appears on TV or online. It really works to build sales.*

*—Allan Reid, Dura-Loc Roofing, Courtland, Ontario*

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Metal roofs stand up  
to anything. Including  
economic storms.

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More and more contractors are persuading homeowners that the durability, beauty and value of metal are an unbeatable combination. And they're getting a lot of help from the MRA.

Our successful "Find A Contractor" program on the MRA Web site is

using the power of the Internet to funnel thousands of leads to contractors in every state and province of North America. Last year, an average of 125,000 people a month logged on to MetalRoofing.com—many looking for a qualified contractor.

## The following manufacturers sponsor MRA contractors:

|                                |                                 |
|--------------------------------|---------------------------------|
| ATAS International, Inc.       | Ideal Roofing Company, Inc.     |
| Accel Roofing Products         | McElroy Metal, Inc.             |
| Classic Products, Inc.         | MetalWerks                      |
| Custom-Bilt Metals             | Metro Reef Products             |
| Dura-Lac Roofing Systems, Ltd. | Perfection                      |
| EDCO Products, Inc.            | Petersen Aluminum Corp.         |
| Englert, Inc.                  | Precoat Metals                  |
| Fabral                         | United States Steel Corporation |
| Gerard Roofing Technologies    |                                 |

Manufacturers as of 12/03/03.  
See [www.MetalRoofing.com](http://www.MetalRoofing.com) for new members.



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We sold \$564,000 worth of metal roofing that came directly from leads provided by the MRA 'Find A Contractor' program.

It's the best money we ever spent.

—Frank Farmer, American Roofs,  
Flushing, Michigan

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This year, the program will generate over 30,000 leads to member contractors. These are solid leads immediately available to contractors in their sales areas. Best of all, leads and sales are expected to skyrocket over the next few years.

A contractor's low annual MRA membership fee can return thousands of dollars in sales.

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We're knocking on  
millions of doors that  
need new roofs.

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**Metal roofing has a lot going for it, including the economy. North America's baby boomers have accumulated wealth and home equity—and millions of these households have made a permanent commitment to their current home.**

This segment of the population is looking for high-quality, low-maintenance solutions. Metal roofing is the answer. People are willing to pay a premium for the

long-term value of metal roofing.

In addition to a true warranty of up to 50 years or more, metal roofing offers other bonuses. These include potential savings on insurance premiums, reduced energy bills and higher home values.

The fact is, over time, metal roofing is a better value for the homeowner than other roofing solutions. That's what "Investment Grade Roofing" is all about—and the MRA is getting the word out to millions of consumers.

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*When we demonstrate the long-term value of metal over conventional roofing, we open eyes... and we open wallets.*

*—Jerry Iselin, Metal Roof Specialties, Tacoma, Washington*

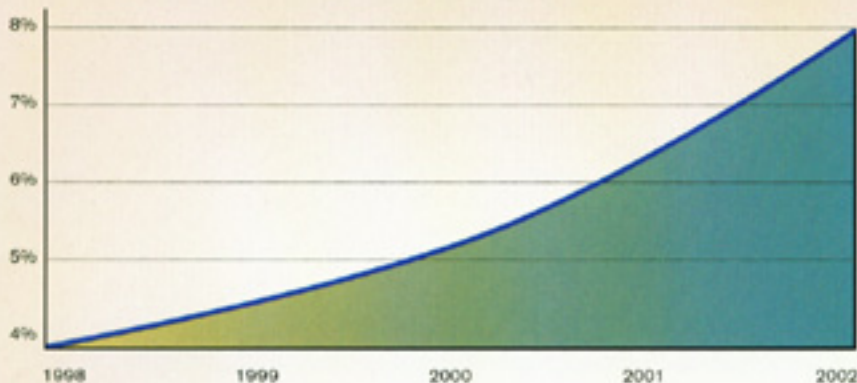
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Style. Durability. Value.  
Metal roofing has  
never looked better.

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◀ According to FW Dodge Research, 8% of North American homes that re-roofed last year chose metal—twice as many as five years ago. That adds up to nearly a million tons a year of high-quality metal roofing.



**Residential metal roofing is an idea whose time has come.**

New products, new coatings, new systems and new technologies in metal roofing are igniting the industry. Architects, designers, manufacturers, distributors and contractors are jumping on the bandwagon.

There's never been a better time to work in residential metal roofing.

The Metal Roofing Alliance is leading the charge—with a world-class Web site and a full marketing, public relations and sales promotional program. Find out about what the MRA is doing to drive awareness and sales in this fast-growing category. And see how you can profit from the boom in metal roofing.

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*There's no question in my mind that metal roofing is the growing trend in residential construction. It's beautiful, durable, environmentally friendly, and the best long-term value. Metal is the future.*

*—Kent Wong, Northwest Smart Homes, Tacoma, Washington*

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Why North America's  
top contractors  
are bullish on metal.

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**Metal roofing is taking off because consumers and contractors have more choices than ever.**

Along with the benefits of metal roofing, there's also the peace of mind that comes with knowing that metal roofing products are reliable and guaranteed. That's especially



true of the products and services from MRA members.

Part of the MRA's mission is to assure quality. We set high standards of performance for MRA manufacturers, metal suppliers, paint companies, coil coaters and contractors.

One example is the recently-introduced "Paint Certification Program"—a scientific testing program that ensures contractors and consumers that the painted and coated surfaces of metal roofing products will stand up to the elements, meeting or exceeding the toughest standards.

It's all part of what we call "Investment Grade Roofing"—setting MRA member products and services apart with the highest levels of quality and performance. The result? Integrity, trust—and sales—for every member of the Metal Roofing Alliance.

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*Being a member of the MRA opens doors for us. Customers and contractors know that we're providing a high-quality, high-value product.*

*—Marcus Plewright,  
MetalWorks,  
Pittsburgh, Pennsylvania*

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Metal roof sales  
have doubled.  
With no peak in sight.





Put MRA to work for you today.  
Sign up and enjoy these great member benefits.

- National Advertising Campaign
- Qualified Leads for Contractors
- Marketing Tool Kit for your business
- Powerful Public Relations Plan
- MRA Web site
- Market Research Information
- Product and Employee Training
- Industry Certification Programs

Log on to [www.MetalRoofing.com](http://www.MetalRoofing.com) – or talk to your manufacturer – and see how we can help grow your business.



Questions? Contact the Metal Roofing Alliance, (360) 275-6164, E. 4142 Hwy 302, Belfair, WA 98528

#### MRA Members

|                                 |                                |                                |                                 |
|---------------------------------|--------------------------------|--------------------------------|---------------------------------|
| Accel Roofing Products          | Custom-Bilt Metals             | International Zinc Association | Nucor Corporation               |
| AKZO Nobel                      | Dalasco, Inc.                  | IPSCO Enterprises, Inc.        | Perfection                      |
| Aluminum Coils                  | Dura-Loc Roofing Systems, Ltd. | Ispat Inland, Inc.             | Petersen Aluminum Corp.         |
| American Iron & Steel Institute | EDCO Products, Inc.            | McElroy Metal, Inc.            | PPG                             |
| American Zinc Association       | Empire Resources               | Metal Construction Association | Precoat Metals                  |
| ATAS International, Inc.        | Engler, Inc.                   | Metal Home Digest              | Rouge Steel Company             |
| Atlas Bolt & Screw              | Environmentally Safe Products  | MetalMag.com                   | Steelscape                      |
| ATOFINA Chemicals, Inc.         | Fubral                         | Metal Roofing Magazine         | Stelco, Inc.                    |
| Ausimint                        | Gerard Roofing Technologies    | MetalWorks                     | United States Steel Corporation |
| BASF                            | Henkle Surface Technologies    | Metro Roof Products            | USS-POSCO Industries            |
| Classic Products, Inc.          | Ideal Roofing Company, Inc.    | MSC Pre Finish Metals, Inc.    | The Valspar Company             |