



FOR IMMEDIATE RELEASE:

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Page: 1 of 1

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“Steel Alliance Uses Metro Shake-II panels for latest photo shoot”

The multi million dollar advertising campaign funded by the Steel Alliance recently staged a shot with Metro Roof Products latest Shake panel installed (Metro Shake-II). They chose this particular product for its wood shake looks and eye appeal.

“A steel roof that does not look like wood” noted Sarah Berumen of GSD&M who are the administrators and creative agency for the Alliance. The ad is being presented across many national home & Garden type publications that are family oriented magazines as well as Redbook. The ad depicts a homeowner burning leaves in their backyard with very little copy. A burning leaf lands on the Metro Shake-II stone-coated steel roof, with inset copy reading.

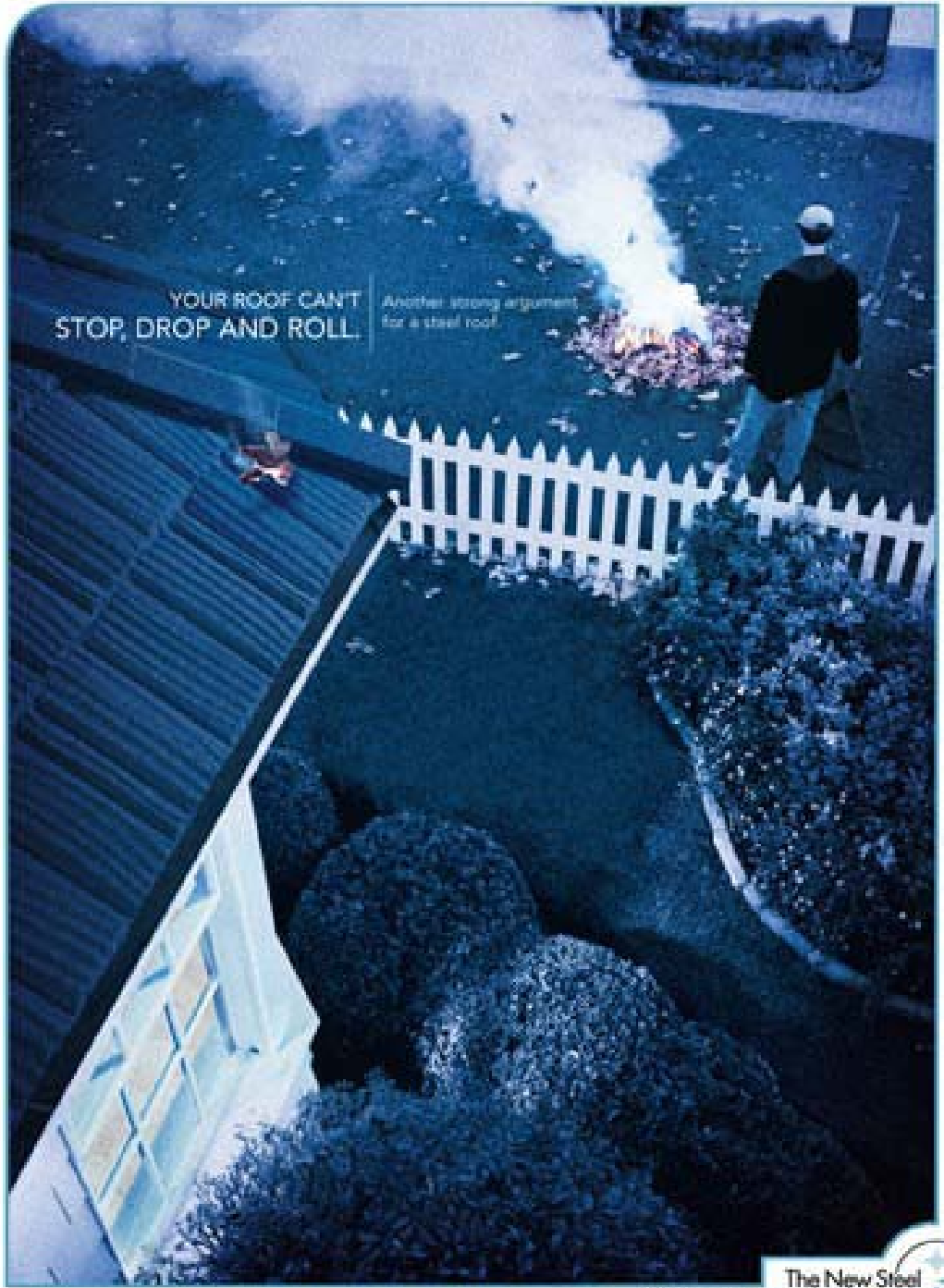
“Your roof can’t STOP, DROP AND ROLL. Another strong argument for a steel roof. The New Steel www.thenewsteel.com/roof”

(See actual Ad on next page)

Metro Roof Products
3093 'A' Industry Street
Oceanside CA 92054

Toll Free:
(866) METRO-4U
Tel: (760) 435-9842
Fax: (760) 435-1162

Check out our web site
<http://www.metroroofproducts.com>



YOUR ROOF CAN'T
STOP, DROP AND ROLL.

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END.....

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13-Steel Alliance Ad with Metro Shake-II5-7-03