



FOR IMMEDIATE RELEASE

May 2, 2008

The Ultimate Coatings Company announces **Eco-Therm™ 2500 Elastomeric**, its energy efficient, flat/low slope “cool roof” coating, is now CRRC listed and available in solar-reflective Grey and Beige. These two colors exceed the **70 % Total Solar Reflectance standard** (.70 TSR) and meet LEED Credit and regional cool roof rebate requirements. Aged roof data shows that **Eco-Therm 2500 Elastomeric** coating changes only 1% in efficiency (CRRC 3- year) in White. **Eco-Therm 2500 Elastomeric** utilizes 100% top acrylic with infrared reflective, MMO pigment technology for its high energy efficiency. It is suitable for many flat and low slope, cool roof topcoat applications most especially where roofs are visible from above by neighboring dwellings since they will not reflect with as much glare as the color white. Availability of these high performance colors will also be advantageous where roofs are visible from the street level and allows greater flexibility in environmental construction design.

Contact: Pam Marsh ph. 650.533.7161.

pam@ultimatecoatings.net ; www.ultimatecoatings.net