

**For immediate release**

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**Leading manufacturer of roofing materials launches redesigned North American website**

Kankakee, IL – April 9, 2010 – IKO, a pioneer in the residential and commercial roofing business, recently relaunched its North American website – just in time for the busy spring construction season.

The new site is feature and info-rich, yet it retains its original uncluttered, organized look. It's easy for both homeowners and contractors to navigate.

IKO's Marketing Director, Carol Perkins, explains, "We wanted to enhance the functionality of our site. Our interactive ROOFViewer™ shingle selector tool allows homeowners to create a virtual home similar to their own in style. Then they can 'try on' different shingle styles and colors before they purchase. Our new site builds on its popularity by including an extensive photo gallery our customers can use to browse for ideas, too."

She goes on to talk about enhancements on the contractor side. "Our most significant change was to create a special log-in area for our ShieldPRO plus™ Contractor Program. Now its participants can register their ShieldPRO plus™ warranties from the convenience of their home computer or office workstation. They can also use this online tool to order brochures, roofing samples, doorknob hangers and other marketing collateral.

The new site design offers visitors a much more interactive online experience with the addition of multimedia. There's more information and product literature available for download than ever before. "How to" sections ask questions of the visitor in order to customize IKO's solutions to match more specific needs.

"We're looking forward to hearing feedback on our new site, from both our residential and commercial contractor markets," Ms. Perkins says. "IKO has a long history of responding to their needs in terms of manufacturing the right products. Our website redesign has been a different type of engineering project but it was similarly based on research and smart technologies."

**About IKO**

Established over 50 years ago, IKO remains a family-run business, engaged in the manufacture and sale of asphalt roofing materials. It is a vertically integrated roofing company, producing many of the raw materials used in manufacturing its shingles, such as mineral stabilizer, roofing granules, fiberglass strands, and fiberglass mat. Most key components are manufactured within IKO's family of companies, under its own stringent quality assurance. This provides superior quality assurance over all its finished products. IKO has over 25 manufacturing plants throughout the United States, Canada and Europe.

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