

## NEWS FROM FIRESTONE

June 17, 2005

For Immediate Release

Firestone Enters Metal Roofing Market

### **BFS Diversified Products Acquires Copper Sales, Inc., Firestone Enters Metal Roofing Market**

**INDIANAPOLIS** – BFS Diversified Products, LLC, the parent organization for Firestone Building Products Company, is pleased to announce it has acquired Copper Sales, Inc. As a result, Firestone will offer a full line of metal roofing products marketed under the UNA-CLAD by Firestone name. In addition, BFS Diversified Products will benefit from Copper Sales’ vertical wall panel and column cover product lines for the entire building envelope. Terms of the agreement were not disclosed.

The stock acquisition includes the entire Copper Sales business, including more than 500,000 sq. ft. of production facilities located in Anoka, Minn.; Jackson, Miss.; Morrisville, Pa.; Warren, Mich.; and Pompano Beach, Fla. UNA-CLAD by Firestone will operate as a subsidiary of BFS Diversified Products and maintain its current headquarters in Anoka.

“Copper Sales is a perfect fit for us and metal roofing is an excellent, strategic complement to our single-ply and asphalt-based roofing systems,” said Michael Gorey,

- more -

## **Firestone Enters Metal Roofing Market (Page 2 of 3)**

president of Firestone Building Products and CEO of BFS Diversified Products. “Copper Sales is a recognized leader with an outstanding reputation for product innovation and top quality manufacturing backed by knowledgeable technical support and customer service.”

Gorey added that metal roofing has a proven track record of success for new construction and re-roofing applications of commercial, industrial and residential buildings. “Metal is a durable, environmentally friendly roofing product that continues to gain industry acceptance. Architects, specifiers, owners and contractors will benefit from industry leading quality, service, delivery and warranty support they have come to expect from both Firestone and Copper Sales. More important, our licensed contractor base has extensive experience in metal roofing,” Gorey said. “Our contractors are excited we are entering this growing market and will be able to offer a total Firestone warranted roofing solution that includes polyiso insulation, single-ply and asphalt-based membranes for flat roof areas, UNA-CLAD by Firestone panels, and a wide range of accessories.”

Mike Wallace, president of Copper Sales, his executive management team, and Copper Sales employees are expected to remain with the business. Wallace will report directly to Gorey.

“We are gaining more than three decades of strategic business knowledge and technical expertise of architectural metal products that we will rely on to help aggressively build our market presence,” explained Gorey. “We’re looking forward to this new endeavor and working together with the Copper Sales team in this growing market.”

- more -

### **Firestone Enters Metal Roofing Market (Page 3 of 3)**

According to Wallace, “We are excited at the accelerated growth and expansion opportunities this acquisition offers. The synergies between Copper Sales and Firestone will tremendously benefit our customers, vendors and employees. It is rare to find two companies that share such similar cultures and philosophies. Customer satisfaction and quality products are key priorities for both Copper Sales and Firestone, and we are proud to be associated with a company that is employee- and community-oriented and look forward to an exciting future.”

As a progressive, innovative company, Copper Sales has a long history of new product development, both for roofing and non-roofing architectural metal products. Building on that expertise, the current sales force for Copper Sales will continue to represent all vertical wall panel and column cover product lines, which will be marketed under the UNA-CLAD trade name. Non-roofing products include UNA-CLAD composite and architectural plate panel systems.

“With an excellent sales organization in place, we anticipate a seamless transition on the non-roofing products businesses and look forward to expanding our presence in these areas with UNA-CLAD by Firestone,” Gorey added.

For more information, contractors are encouraged to visit the Firestone Web site at [www.firestonebpco.com](http://www.firestonebpco.com), the Copper Sales Web site at [www.unaclad.com](http://www.unaclad.com), or contact their local sales representative.

Firestone Building Products Company is a leading manufacturer of single-ply EPDM and thermoplastic roofing systems, asphalt-based roofing systems, polyiso insulation and accessories for the commercial roofing industry. Visit Firestone’s Web site at [www.firestonebpco.com](http://www.firestonebpco.com).

###

(Editors: For more information, please contact Amy Bluhm, Gibbs & Soell Public Relations, at (847) 519-9150, ext. 114.)