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*"Quality You Can Trust Since 1886...from
North America's Largest Roofing Manufacturer"*

For Immediate Release

Armstrong Installation Service Receives Installation Excellence Award

WAYNE, NJ (02/10) – GAF-Elk, North America's largest roofing manufacturer, is pleased to announce that *Armstrong Installation Service* of *Emeryville, CA* has received the prestigious GAF-Elk Master Elite™ *Installation Excellence* Award. With no property owner incidents or complaints, this coveted industry award recognizes *Armstrong Installation Service's* dedication to the highest level of quality installations.

Most consumers recognize that choosing a roofing contractor can be a confusing and sometimes risky decision. In fact, the Better Business Bureau lists roofing as one of the highest inquiry categories nationwide. As a factory-certified Master Elite™ Contractor, *Armstrong Installation Service* has been carefully pre-screened by GAF-Elk. In fact, only 2% of the roofing contractors in the country have earned GAF-Elk's Master Elite status – a distinction that truly sets them apart from the rest, and ensures that *Armstrong Installation Service* is dedicated to helping every customer make their best and safest roofing decision. As a GAF-Elk Master Elite Contractor, they are also dedicated to continuous improvement and training through access to CARE (the Center for the Advancement of Roofing Excellence). CARE is a non-profit educational institute supported by GAF Materials Corporation and dedicated to "changing an industry through excellence in education."

NEWS RELEASE



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Excellence Award Winner!

Armstrong Installation Service has won the Installation Excellence Award for the year 2009.

*Armstrong Installation Service achieved this goal by receiving at least ten (10) perfect inspections on Golden Pledge[®] Ltd. Warranty installations, which are inspected by GAF-Elk. This achievement demonstrates that **Armstrong Installation Service** is truly focused on providing great quality and service to their customers.*

*Armstrong Installation Service is among the "Best of the Best." Only the top 2% of all roofing contractors even qualify to become a Master Elite[™] Contractor and **Armstrong Installation Service** even stands out in this elite group.*

*We at GAF-Elk are very proud to have **Armstrong Installation Service** as a Master Elite[™] Contractor and we appreciate their commitment to their customers!*

