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News Release

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'INCREDIBLY BUSY' FLORIDA ROOFERS FINALLY GET A BREAK, WIN PLASMA TV AT INTERNATIONAL ROOFING EXPO

TAMPA, FL, FEBRUARY 18, 2005: Deborah and Denny Rosenow have been up on a roof nearly constantly since hurricanes ravaged central Florida last August. Now they have a great reason to come inside.

The Rosenows were winners of the 42" Zenith Plasma TV at the International Roofing Expo February 18th in Orlando, Florida, sponsored by APOC Roof Coatings.

"We've been incredibly busy—it's been constant work, seven days a week since the fall. We barely even got to celebrate the holidays," said prize winner Deborah Rosenow.

The Rosenow's company, *Rolling Thunder*, has been completely swamped with roof repair work since four hurricanes passed through their area in August and September 2004. Contractors throughout the state are so busy that many homes and businesses haven't even received a quote yet. Unfortunately, the backlog has attracted some out of state contractors unfamiliar with

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stricter Florida roofing codes, creating even more work. “A lot of jobs have been un-doing or re-doing work that wasn’t to code,” said Deborah.

The Rosenows were actually at two separate job sites when the winning entry was chosen. “Wow, we won?” said Denny Rosenow. Because of the large size of the television he had to call in his wife, who drives “the big truck.”

“Winning the TV is great, a real nice surprise,” said Deborah. “Denny wants to put it near his workbench,” she said, “but I’ve got other plans for it.”



THE WINNER: Roofing contractor Deborah Rosenow of Umatilla, FL-based Rolling Thunder, center, with APOC National Sales Manager Gordy Amhaus, left, and APOC Vice President Bob Hyer.

ABOUT APOC AND GARDNER-GIBSON

APOC, The Roof Restoration Experts, is the professional roofing contractor division of Gardner-Gibson, Inc.

Gardner-Gibson has been a worldwide leader in specialty coatings for professionals and consumers over 90 years. Their products include asphalt roof and driveway coatings, elastomeric and aluminum roof coatings, sealants, wallcovering adhesives and caulks.

Popular brands from Gardner-Gibson include Gardner, Sta-Kool, Black Jack, Silver Dollar, Dynamite, APOC, and Shur-Stik. Gardner-Gibson also agreed to terms recently to acquire Fields Corporation, which markets the Fields and Atco brands in the western US and abroad.

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