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**FOR IMMEDIATE RELEASE**

**Stars align as EcoStar™ roofing products earn ENERGY STAR qualification**

*Two product color blends pass three-year testing process for qualification*

HOLLAND, NY (October 12, 2015) - EcoStar announced today that two of its color blends in the Empire Slate™ and Empire Shake™ product lines, Drifting Dunes and Sea Salt, have officially become ENERGY STAR qualified roof products.

“We’re excited to offer our customers ENERGY STAR qualified tiles for their steep-slope roofing applications moving forward,” said Edwin Staroba, managing director of EcoStar LLC. “This is a tremendous opportunity for us to offer eco-friendly roofing products that not only keep post-industrial materials from the waste stream, but can also help protect the climate through reduced energy consumption.”

ENERGY STAR qualified roof products reflect more of the sun’s rays which can lower the surface temperature of the roof and reduce the amount of heat transferred into a building. With a cooler temperature inside the structure, there is an opportunity to reduce the amount of air conditioning necessary and can reduce peak cooling demand by up to 15%.

Empire Slate and Empire Shake tiles are the second generation of composite roofing tiles manufactured by EcoStar. These tiles use approximately 25% recycled post-industrial content to create a synthetic alternative to natural slate and cedar shake roofing.

The approval follows the three-year process to determine the amount of solar reflectance the Empire Slate and Empire Shake roofing tiles provide.

**Photos available:** <https://www.dropbox.com/sh/x2z51szlftpakki/AAAqJyp57mPI7XNhc4sfsB7Qa?dl=0>

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**About ENERGY STAR**

ENERGY STAR is a U.S. Environmental Protection Agency (EPA) voluntary program that helps businesses and individuals save money and protect our climate through superior energy efficiency.

**About EcoStar LLC**

EcoStar LLC has been the leader in the manufacture of premium synthetic steep-slope solutions for the roofing industry since 1993. EcoStar offers a full line of synthetic slate, shake and designer tiles that offer exceptional longevity, durability and aesthetics. <http://www.ecostarllc.com>