

## Press Release

For Immediate Release

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### **EcoStar LLC Recently Featured on ABC's *Extreme Makeover: Home Edition***

*EcoStar contributed Seneca Shake roofing tiles to recent episode  
featuring the Urban family of Berks County PA*

(Holland, NY) -- EcoStar LLC, leading manufacturer of premium steep-slope recycled roofing products, helped place a new roof over the Urban family's head with a contribution of Seneca Shake tiles to a recent episode of *Extreme Makeover: Home Edition* (EMHE).

The episode EcoStar participated in focused on Trisha Urban of Hamburg, Pennsylvania. Trisha was widowed the same day she gave birth to her one-year old daughter, Cora, when her husband, Andy, died of a heart attack. Trisha has since dedicated her time to the American Heart Association and hospice nursing to help turn her husband's death into a positive. The EMHE team transformed Trisha's 300-year old farm house that she and Andy committed to restoring, into a brand new home that will build a new memories in both Trisha's and Cora's life.

Working with the Homebuilders Association of Berks County, Seneca Shake in Federal Gray was chosen to match the cottage style of the new home.

Seneca Shake™ tiles offer a lightweight yet durable alternative to wood shake roofing. Made from 80% post-industrial recycled rubber and plastic, the roofing tiles utilize millions of pounds of industrial waste that could otherwise end up in landfills. EcoStar tiles feature long-term performance, backed by an available 50-year Gold Star Warranty. All EcoStar tiles are available with a Class C or Class A fire rating and an optional 110 mph wind approval system.

#### **About EcoStar**

EcoStar LLC, and Staroba Plastics, Inc., continue to provide premium steep-slope solutions for the roofing industry. EcoStar offers a full line of synthetic slate, shake and designer tiles that offer exceptional longevity, durability and aesthetics. For more information about EcoStar and all of its products visit [www.ecostarllc.com](http://www.ecostarllc.com) or call 800.211.7170.

#### **About *Extreme Makeover: Home Edition***

The Emmy award winning reality program "*Extreme Makeover: Home Edition*," is in its 8<sup>th</sup> season, is produced by Endemol USA, a division of Endemol Holding. It is executively-produced by George Verschoor and Brady Connell. David Goldberg is Chairman, Endemol North America. The show airs Sundays from 8:00-9:00 p.m., ET on ABC.