



For Immediate Release

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EcoStar LLC Achieves ISO Certification through Holland Manufacturing Plant

EcoStar Passes Quality Management Audit

(Holland, NY) -- EcoStar LLC proudly announces its receipt of ISO 9001:2008 certification in May of 2010. EcoStar's ISO certification is assessed and registered by Intertek Testing Services NA, Inc.

The EcoStar™ Majestic Slate™ and Seneca Shake™ recycled rubber and plastic roofing tile product lines recently became part of the Staroba Plastics, Inc. family. Although they have been manufactured by Staroba Plastics since their inception in the mid-1990's, as of January 2010, Staroba Plastics, Inc. purchased the sales and marketing segments of the EcoStar products bringing all aspects of the business together under EcoStar LLC. This completes the vertical integration of all business functions associated with the EcoStar products.

ISO 9001 is a voluntary quality management standard set forth by the International Organization for Standardization. With a proven quality management system in place, EcoStar's manufacturing arm, Staroba Plastics, Inc. has been continuously ISO-certified since its initial certification in 1997. Adding the EcoStar, LLC activities to the full ISO 9001:2008 system at Staroba Plastics, Inc. completed the quality management system coverage from marketing, sales, and manufacturing through on-site delivery.

"To loosely paraphrase our Quality Policy, EcoStar, LLC strives to operate a safe, efficient company. We work to satisfy our customers through employee teamwork, quality workmanship and continuous improvement," explains Ed Staroba, EcoStar General Manager. "ISO certification plays an important role in attaining these goals."

EcoStar Majestic Slate™ and Seneca Shake™ tiles offer a lightweight yet durable alternative to traditional slate and shake roofing materials. 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 or call 800.211.7170.