

GAF to Hold Press Event at the International Builders' Show With Paul Teutul Sr., Star of Discovery Channel's American Chopper

GAF Invites All Local Media to Attend and Learn About the All-American Home Initiative



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WAYNE, NJ--(Marketwire - Jan 3, 2013) - GAF, North America's largest roofing manufacturer, announced today they will be holding a unique press conference at The International Builders' Show (IBS) in Las Vegas, NV. At GAF's IBS outdoor booth, C2701, at 5pm on January 22nd, the company will announce its sponsorship of the All-American Home Initiative. GAF will also present the American-made custom motorcycle which appeared in the popular TV show *American Chopper*, featuring Paul Teutul Sr.

During the event, Jake Lewendal, builder of the first All-American Home (which was featured on *Good Morning America*, and in the NY Times, Wall Street Journal, and many other publications), will speak about the All-American Home Initiative and announce a new program that builders can participate in to create more American jobs and help build their business.

Also appearing will be Paul Teutul Sr., owner of Orange County Choppers, the nationally-known custom and production motorcycle manufacturer. Paul Sr. will present the custom GAF-commissioned chopper that was featured in the December 3rd final episode of the long running popular series, *American Chopper*. Paul Sr. will be available for pictures with attendees on a first-come, first-serve basis.

The International Builders' Show is the largest annual light construction show in the world where GAF will be featuring their Made in America products. GAF is investing in American jobs with its 26 plants across the country, including a newly opened plant in Statesboro, GA. GAF is also working towards opening three additional plants within the next few years. In addition, GAF will be asking Show attendees to support the All-American Home Initiative by taking the 5% Pledge. If every builder used just 5% more American-made products, it would create over 220,000 jobs in the U.S. Come to GAF's booth, C2701, to take the Pledge.

"GAF is excited to be an exhibitor at IBS to share with builders our American-made products and to show how we are actively investing in America. Our partnership with Orange County Choppers has been a wonderful experience as we both share the same ideals and understand the importance of investing in American products, quality, and innovation," explained Paul Bromfield, senior vice President of Marketing at GAF.

About GAF

Founded in 1886, GAF has become the largest roofing manufacturer in North America. The company's products include a comprehensive portfolio of steep-slope and commercial roofing systems, which are supported by an extensive national network of factory-certified contractors. Its success is driven by its commitment to Advanced Quality, Industry Expertise, and Solutions Made Simple for contractors, specifiers, and property owners alike. In 2011, GAF was the first roofing manufacturer to offer a Lifetime limited warranty on all of its laminated shingles and, in 2012, it introduced the GAF Lifetime Roofing System.

With a focus on social responsibility, GAF has developed Advanced Protection[®] Shingle Technology, which provides superior durability and wind resistance while reducing the use of scarce natural resources. The company has also developed single-ply and asphaltic membranes with superior durability and high reflectivity to meet the most rigorous industry standards while helping commercial property owners and designers reduce energy consumption.

GAF also supports the roofing industry through CARE, the Center for the Advancement of Roofing Excellence, which has provided education to over 125,000 professionals. CARE's mission is to help professional contractors and distributors build their businesses through sales and management education, and to provide product and installation training to contractors, distributors, architects, property owners, and related industry personnel. For more information about GAF, visit www.gaf.com.

About The International Builders' Show

The International Builders' Show is the largest annual light construction show in the world -- over miles and miles of the latest and most advanced building products and services ever assembled. See all of the latest innovations for yourself with hands-on demonstrations and working models in over 300 building industry categories at the National Association Home Builders' annual convention.

About Orange County Choppers

Orange County Choppers (OCC) is a custom and production motorcycle manufacturer based in Orange County, New York, that was founded by Paul Teutul Sr., and Paul Teutul Jr., in 1999. The company is featured on *American Chopper*, a reality TV show that debuted in September 2002 on the Discovery Channel, which has contributed to the company's quick rise to fame. In 2007, Discovery Channel's sister channel TLC picked up the series in the United States and Canada and the show now airs on the Discovery Channel on Monday nights at 9pm ET/PT.

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