



## ► **Media Advisory**

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**Contact: Lisa Hall**  
[Lisa.Hall@saltermitchell.com](mailto:Lisa.Hall@saltermitchell.com)  
**(850) 681-3200 – office**  
**(850) 508-7782 – cell**

**Ken Tolbert**  
[Ktolbert@tolbertco.com](mailto:Ktolbert@tolbertco.com)  
**(918) 743-4301 –office**  
**(918) 230-7676 - cell**

# **STORM PROOF ROOF SYSTEM TAKES ON HURRICANE FORCE WINDS**

***Revolutionary system protects roofs and saves homeowners  
thousands***

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**Ft. Lauderdale** – Floridians will get their first look at a revolutionary new storm protection product during the Governor's Hurricane Conference May 12<sup>th</sup>-16<sup>th</sup> in Fort Lauderdale.

The Storm Proof Roof (SPR) system is an innovative yet simple and affordable way to protect homes from the destructive forces of a hurricane. Nylon reinforced plastic modules lay along the perimeter of the roof and are filled with water providing from 20 to 30 lbs. per square foot of pressure on the roof, holding it in place during even the most severe winds.

Extensive testing at The International Hurricane Research Center at Florida International University as well as The Wind Load Research Laboratory at Clemson University has proven that the SPR lives up to its name. The results show that the SPR system can decrease a home's vulnerability to catastrophic roof wind damage on an average of 150% and in some cases up to 178% and can increase the roof pop-off load by as much as 300%. With such resounding success during testing the SPR system has the ability to save homeowners living in areas affected by hurricanes, which is nearly half of the U.S. population, thousands of dollars in repairs.

The SPR system is hitting the market now and will be available for purchase online by mid-summer 2008. To learn more about this new and innovative product and view videos of its easy installation process, visit us in booth #822 at the Governor's Hurricane Conference or log on to [www.stormproofroof.net](http://www.stormproofroof.net).

- **Date: May 13-15, 2008**
- **Time: May 13, 5-6:30 p.m.; May 14 8am-5pm; May 15 8:30am-1:30pm**
- **Location: Broward County Convention Center, 1950 Eisenhower Boulevard, Exhibit Hall,  
1<sup>st</sup> Floor**
- **City: Ft. Lauderdale, FL**