

News Release

For Immediate Release

National Coatings Launches Feature Rich E-Commerce Website

National Coatings announces the launch of their enhanced, customer focused website. This feature rich site offers the user the ability to purchase online, search throughout the site and enjoy many online features such as credit, approved applicator and warranty applications. The site has been proactively tailored to better meet the needs of roof contractors, roof consultants, architects and the online buyer.

Camarillo, CA January 29, 2007 -- National Coatings announced today the release of their new feature rich website at www.nationalcoatings.com. The new site has been tailored to provide information by user type. Architects and Roof Consultants will be able to quickly access specifications, product data sheets, cool roof resources, credentials and ratings in one area. Roofing Contractors will be able to quickly locate information on products, specifications, warranties and much more. Anyone who visits the site can sign up for the National Coatings monthly newsletter, submit a question in our Ask the Expert section or purchase materials online and have them delivered as early as the next morning.

The President of National Coatings, Matt Kolb, states that "We believe it's vitally important to our current and future customers that they are able to easily find the information on our site that helps them do their jobs quickly and efficiently. We've streamlined our warranty and credit application processes as part of this redesign and trust the customer finds it so easy to work with National Coatings that they just can't justify doing business anywhere else".

About National Coatings Corporation

National Coatings Corporation (Camarillo, CA) is a leading manufacturer and supplier of premium-quality elastomeric roof and wall coating products. For over 25 years, NCC has provided its customers with leading edge products, support, and thought leadership. National Coatings is a charter member of the Reflective Roof Coating Institute the Cool Roof Rating Council and the ENERGY STAR® Roof Products group, and was twice recognized as ENERGY STAR Roof Products Partner of the Year. NCC's leading brands include AcryShield®, AcryPly®, AcryPly-D™, AcryFlex® and White Armor™.

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