

NEWS RELEASE

PROTECT ALL, INC.

1910 East Via Burton Street

Anaheim, CA 92806-1215

Telephone: (714) 635-4491 FAX: (714) 635-9716

FOR IMMEDIATE RELEASE

Press Contact: Candace Baudoin
(800) 322-4491

Alpha Systems, Inc. and Protect All, Inc. Join, To Educate Dealers and Owners About Rubber Roofing

On Monday, June 12, 2000, company executives from Alpha Systems, Inc., Elkhart, Indiana, providers of the majority of rubber roofing to the RV industry, and Protect All, Inc., Anaheim, California, makers of the leading selling rubber roof care products, sat down together in Elkhart to discuss the topic of EPDM rubber roofing and its care and maintenance. Both companies agree that to this point rubber roofs have been somewhat of an enigma for the consumer who is ultimately responsible for its care.

Alpha Systems and Protect All feel that though much has been written on the topic of rubber roofing in trade and consumer publications, most of it has created more questions and uncertainty than answers. "We realize that there are misconceptions about rubber roofing, and we want to work with Protect All to help educate consumers and dealers about roof care and maintenance," said Alpha Systems' President David Smith. He went on to say, "Protect All's reputation for quality products and customer service is well known throughout the industry. We feel that they have a thorough understanding of EPDM roofing and they communicate well with the RV dealer and consumer."

Ken Neuman, Vice-President of Sales and Marketing for Protect All, Inc., said, "We've found that while RV rubber roofing has been a good thing for the RV industry, many consumers do not understand why it is used, or how to care for it. People are unaware that the use of EPDM has dramatically reduced the amount of real problems associated with an RV roof such as leaking, noise, heat transfer and costly repairs. Working with a company like Alpha Systems affords us the opportunity to combine our efforts to help the RV'er realize the true benefits of the rubber roof and how to maintain its appearance and integrity with minimum effort."

The two companies have decided to work together to educate the consumer and RV Dealer about the advantages of EPDM rubber roof material and how to thoroughly clean and properly treat it with products specifically made for that purpose like Protect All Rubber Roof Cleaner and Protect All Rubber Roof Treatment. Their goal is to show consumers that an RV roof needs to be treated more like a car (with proper care of all the surfaces) rather than forgetting it like the roof on a house.

Alpha Systems' Director of Operations, Steve Rusincovitch, suggests that consumers have a look at the rubber roof article on the Protect All web site. He says he found the article at <http://www.protectall.com/Rroof.htm>, to be very well written, and it provides the reader with a good understanding of what to expect from the roof and how to care for it. In coming months, the two companies will be working together to produce literature and other items to help educate the consumer about EPDM rubber roofing.

For additional information, please contact Protect All, Inc. at (800) 322-4491 or view the web site at www.protectall.com.

###