



*"Quality You Can Trust Since 1886...from
North America's Largest Roofing Manufacturer"*

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For Immediate Release

Callen Roofing, Inc. Receives *Consumer Protection Excellence Award*

WAYNE, NJ (04/09) – GAF-Elk, North America's largest roofing manufacturer, is pleased to announce that *Callen Roofing, Inc.* of *Katy, TX*, has received the prestigious GAF-Elk Master Elite™ *Consumer Protection Excellence Award*. This coveted industry award recognizes *Callen Roofing, Inc.*'s dedication to helping consumers better understand their roofing options, and helping the consumer make educated roofing decisions.

Most consumers recognize that choosing a roofing contractor can be a confusing and sometimes risky decision. In fact, the Better Business Bureau lists roofing as one of the highest inquiry categories nationwide. As a factory-certified Master Elite™ Contractor, *Callen Roofing, Inc.* has been carefully pre-screened by GAF-Elk. In fact, only 2% of the roofing contractors in the country have earned GAF-Elk's Master Elite status – a distinction that truly sets them apart from the rest, and ensures that *Callen Roofing, Inc.* is dedicated to helping every customer make their best and safest roofing decision. As a GAF-Elk Master Elite Contractor, they are also dedicated to continuous improvement and training through access to CARE (the Center for the Advancement of Roofing Excellence). CARE is a non-profit educational institute supported by GAF Materials Corporation and dedicated to "changing an industry through excellence in education."

NEWS RELEASE