



FOR IMMEDIATE RELEASE

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GAF and Mike Kegley of Northwoods Construction and Roofing provided roofing materials and installation for 2 Habitat for Humanity Menominee River houses

Kingsford, MI — GAF and Northwoods Construction and Roofing have partnered with Menominee River Habitat for Humanity to provide roofing materials and professional installation for 2 local Habitat houses. The houses are located at N1356 County Road N in Aurora, WI and 817 E. Sagola Street in Kingsford, MI. The installation and materials donations are part of a national partnership between GAF and Habitat for Humanity, to match roofing materials donations from GAF with installation services donated by GAF Master Elite® and Certified™ Contractors in communities across the United States.

“The Menominee River Affiliate was very excited to learn of this program between GAF and Habitat for Humanity. The donation of two roofs, materials plus installation, made a difference in our construction plans. Roof installation is not a favorite task of our core construction team, so having two roofs installed for the affiliate is very much appreciated. We thank Mike Kegley and Northwoods Construction and Roofing for providing the two roofs that we needed” said Nancy Pellegrini, Menominee River Habitat for Humanity Executive Director.

Mike Kegley is one of more than four thousand GAF Master Elite® and Certified™ Contractors who are eligible to participate in the partnership. The installed roofs carry GAF’s System Plus Ltd. warranty.

“We are thrilled not only to be able to offer this contribution to an organization creating affordable housing , but also to be able to reinforce the efforts of our Master Elite® and Certified™ Contractors as they strive to support the communities in which they live and work,” stated Jim Slauson, vice president of Certified Program and Services at GAF.

“We are so pleased to have this chance to work in partnership with Habitat to give back to our neighbors in northern Wisconsin and bordering Michigan areas,” said Mike Kegley, owner of Northwoods Construction and Roofing. “We have a great sense of pride in knowing our work is part of a solution that creates affordable housing with families in our area.”

Construction on both of the houses began in June. The Aurora house is expected to be completed in spring 2012 and the Kingsford house is expected to be completed by the end of 2011. Roof installation on the Aurora house occurred in July and on the Kingsford house occurred in August.

About Northwoods Construction and Roofing

Mike Kegley is a GAF Master Elite contractor serving the northern and central Wisconsin region, as well as the bordering Michigan communities. Mike Kegley is proud to offer his 23 years of experience in roofing to the Habitat for Humanity program and to provide quality housing to families in local areas. Northwoods Construction is able to donate 1 % of our proceeds back to the communities that we serve thanks to our loyal customers and by working with GAF and the Habitat program. For more information on Northwoods Construction please feel free to call us at 715-649-3346.

About GAF

Now proudly celebrating its 125th year in the industry, GAF has become the largest roofing manufacturer in North America, with sales of nearly \$3 billion annually. The company's products include a comprehensive portfolio of steep-slope and low-slope roofing systems, as well as composite decking, which are supported by an extensive national network of factory-certified contractors. Its success is driven by a commitment to provide property owners and specifiers with the best and safest choice in roofing and by helping supportive contractors and distributors to build their businesses and avoid hassles.

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 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 Habitat for Humanity Menominee River

The Menominee River Affiliate of Habitat for Humanity is a non-profit Christian housing ministry that changes lives by offering affordable housing to families. With the help of volunteers and donors, Habitat partners with families to build homes. The homes are sold at no profit to partner families. The families who purchase these homes are further educated on home maintenance and financial management. For more information please call the Habitat office at 779-5377 or visit www.habitatmr.com.

Attached photo is the Habitat for Humanity house at 817 E Sagola Street in Kingsford, MI.

