



For more information, contact:
Becky Johnson
816-255-1968
bjohnson@andersonfallon.com

IBS Booth # W0931

FOR IMMEDIATE RELEASE

New Online Certification Program Offered for Installers of Leaf Relief® Gutter Protection System

KANSAS CITY, MO (Feb. 13, 2008) – Since its introduction, Leaf Relief® has gained a reputation as the most effective gutter protection system on the market.¹ Now it is even easier for contractors to learn how to install Leaf Relief, keep up with product enhancements and earn “certified contractor” status using a new online certification program.

“Contractors appreciate Leaf Relief for many reasons,” said Kathy Buck, brand communication manager, retail and specialty brands-siding, Ply Gem. “They have found it easy to install, and it fits all popular gutter styles on all roof types. Lifting of shingles is not required, and the troughs and covers are invisible from the yard below. Most importantly, the patented design doesn’t clog or overflow, so call-backs to the contractor are virtually eliminated. So many contractors are interested in learning more about Leaf Relief that we decided to put all the product information and training online.”

To become a certified installer, contractors begin by logging on to the new Leaf Relief Web site at www.leaf-relief.com, where they are asked to create a password-protected account. They can then link to an online training center to complete a short training course. Contractors must pass the course and also provide references in order to obtain a listing as a “Certified Contractor,” which can be accessed by homeowners who visit the site.

“It’s an effective training tool that also will allow us to connect reputable contractors with homeowners,” added Buck. “While we still believe it is important to offer person-to-person sales support, our customers increasingly prefer the convenience of the internet. We’re going to keep improving and enhancing our virtual services to meet those needs.”

– more –

¹Based on independent testing conducted by Architectural Testing, Inc. and Intertek Testing Services NA LTD

The Leaf Relief design mounts securely and stays firmly in place to resist high winds, heavy amounts of snow and ice, ladder damage and pest invasion. The gutter protection system is available in five- and six-inch sizes to fit new and existing gutters. More information about Leaf Relief is available at www.leaf-relief.com.

#

About Ply Gem

Ply Gem, headquartered in Kearney, Mo., is committed to providing North America's homebuilders, remodelers and homeowners quality exterior building solutions that add value to the structures in which they live and work. The company's siding group is a leading manufacturer and marketer of premium vinyl and aluminum siding and accessories, fencing, and decking brands including Mastic[®], Alcoa Home Exteriors[®], Variform[™], Napco[®] and Kroy[®]. Ply Gem's window group manufactures and markets vinyl, vinyl-clad, wood-clad, and aluminum window and patio door brands including MW[®], Patriot[®], Alenco[®], Great Lakes[®], and CWD[®]. The company's brands are sold through short-line and two-step distributors, Pro Dealers and big box retailers. Ply Gem employs more than 7,000 people across North America.