



Royal Estate

Architectural Shingles

IKO Introduces Royal Estate: Limited Lifetime Premium Architectural Shingles

Every Royal Estate premium laminated architectural shingle displays a range of subtle color variations that combine to create a stunning, luxurious look for homes or commercial buildings of distinction. Engineered to provide the beauty of natural slate tiles, without the cost, Royal Estate shingles offer superior value and an enduring investment in quality.

Roof It with Royal Estate

Showcase your roofing jobs and win cash, too!

Calling all Roofing Professionals...

Show us a residential or commercial roofing project where you installed IKO's new Royal Estate laminated architectural shingles and you could:

Gain valuable exposure for your business and generate leads

- Winning entries may be showcased internationally on IKO's websites
- Earn trust, recognition and potential sales from having your award and/or winning work highlighted
- Your story and project/case study could also appear in national trade publications

Win a cash prize of up to \$2000!

- Three cash prizes will be awarded to each of three finalists:

1st place: \$2000, 2nd place: \$1000,

3rd place: \$500

Enter early and often. There's no limit to how many submissions you can make, so why not document every roofing project you complete with Royal Estate?

Entering is as Easy as 1-2-3!

1. Fill out the online form. It will prompt you for the details that will make a compelling case study. Remember that this contest is only for roofing projects (residential or commercial) completed with IKO Royal Estate shingles.

2. Attach a photograph of the completed project to the form when prompted. Please note: you must obtain the home or business owner's permission to use this photograph before you submit it or your entry will be disqualified. Click here to download the necessary release form.
3. Be sure to read the Official Contest Rules & Regulations before you click "I Agree" and submit your entry.

Our online entry form is very easy to use. If you have a camera and internet access, you can easily upload your photos and project details and share them online.

If you prefer to print out the forms and complete them by hand, click here to download and print out a hard copy of the online entry form. Please type or neatly print the information. Include a photograph and the home or business owner's release form with original signature (keep a copy for your records) and mail your completed entry to:

"Roof It with Royal Estate" Contest

IKO Inside Sales, 235 W. South Tec Dr.,
Kankakee, IL 60901

All entry forms and photographs received shall become and remain the property of IKO Industries, Inc. They cannot be returned.

Entering is Easy!

To view all detail and restrictions regarding this contest, please go to www.iko.com or scan the code in your smart phone to be redirected to the contest page.



Win a cash
prize of up to
\$2000!

**Dates to
Remember**

Submit your entries:

**April 1 through
July 31, 2011**

Online voting takes place:

**August 1 through
August 31, 2011**

Final judging takes place:

**August 31 through
September 14, 2011**

Winners to be
announced:

**September 15,
2011**

For complete
details, visit
www.iko.com

"ROOF IT WITH ROYAL ESTATE" CONTEST

OFFICIAL RULES & REGULATIONS

No purchase or payment of any kind by entrant is necessary to participate in or win this contest.

1.- **Eligibility.** The "Roof It with Royal Estate" Contest (the "Contest") is open only to roofing professionals (contractors, spec writers, architects, builders, etc.) who are US residents over 18 years of age at the time of entry. Void where prohibited. Employees of IKO Industries, Inc., its subsidiaries, affiliates, officers, directors and agents, its advertising/ promotional/service agencies as well as the immediate family (spouse, parents, siblings and children) and household members of each such employee are not eligible. Contest is subject to all federal, state and municipal laws and regulations.

2.- **The Contest "Sponsor" is IKO Industries, Inc., 235 W. South Tec Drive, Kankakee, IL 60901.**

3.- **Timing.** Contest will begin with a submission period for entries on April 1, 2011 at 12:00 am Central Standard Time (CST) and will end at 11:59 p.m. CST on July 31, 2011. Online voting will take place starting on August 1, 2011 at 12:00 am CST and concluding at 11:59 p.m. CST on August 31, 2011. Final judging and verification of winners will take place starting on August 31 at 12:00 am CST and concluding at 11:59 p.m. CST on September 14, 2011. Winners will be announced on or about September 15, 2011 pending their acknowledgment/acceptance of the prizes as awarded.

4.- **Agreement to Official Rules and Regulations.** By entering the Contest, each entrant fully and unconditionally agrees to and accepts these Official Rules and Regulations as well as the decisions of the Sponsor and judging panel which are final and binding in all matters related to this Contest. Potential winners who fail to produce a duly completed photo release/waiver upon request of the judges will be disqualified.

5.- **How to Enter.** Eligible participants may enter online at www.iko.com or by mail.

To enter online, participants are to complete the online form and upload up to three (3) pieces of supporting material of which one must be a photo of a completed commercial or residential roofing project where IKO Royal Estate laminated architectural shingles were used. A "before" picture may also be submitted. Before submitting the photo(s) and/or customer testimonials, a release and waiver must have been duly completed and signed by the building's owner.

To enter by mail, participants are to print out the online form and complete it in full. The form is then to be mailed, accompanied by up to three (3) pieces of supporting material, of which one must be a photo of a completed commercial or residential roofing project where IKO Royal Estate laminated architectural shingles were used. A duly completed release and waiver, bearing the original signature of the building's owner, must also accompany the entry. Entries are to be mailed to:

"Roof It with Royal Estate" Contest

IKO Inside Sales

235 W. South Tec Drive, Kankakee, IL 60901

All entry forms and photographs received shall become and remain the property of IKO Industries, Inc. They cannot be returned.

Eligible participants may submit as many entries as they wish but each entry and its supporting photo(s)/documentation must be submitted online or mailed individually, and only one entry per person per project.

Entries that are mailed in must be received no later than the closing date of the submission period; i.e., by 11:59 p.m. Central Standard Time on July 31, 2011. Entries received after this date and time will not be accepted or returned.

Entries that are mailed in will be posted online at www.iko.com in order of receipt, up to and including July 31, 2011.

6.- **Judging.** Winners will be determined according to the number of votes each qualifying entry receives based on a weighted system of voting among three separate judging entities; namely:

A designated representative of Roofing Contractor magazine (35%)

A designated representative of IKO Industries, Inc. (35%)

Entries will be judged on: Beauty of shingles on the roof (60%), Difficulty of Installation (10%) and Comparison to look of natural slate tiles (30%)

On-line voting by visitors to the www.iko.com website where the entries shall be posted: (30%)

An electronic survey shall be used to present the judging criteria and to compile the votes. The same survey shall be used for all three types of judging and shall be applied to all eligible entries received.

Online voting will take place starting on August 1, 2011 at 12:00 am Central Standard Time (CST) and concluding at 11:59 p.m. CST on August 31, 2011. Final judging by designated representatives of Roofing Contractor magazine and IKO Industries, Inc. and the verification of winners will take place starting on August 31 at 12:00 am CST and concluding at 11:59 p.m. CST on September 14, 2011.

In case of a tie, the tied entry with the highest score by Roofing Contractor magazine will be the winner. A total of three winners (First, Second and Third place according to number of total votes received) will be announced on or about September 15, 2011 pending their acknowledgment/acceptance of the prizes as awarded.

By entering this Contest, participants agree to be bound by the decisions of the judges.

7.- **Verification of Potential Winners.** All three selected potential winners must continue to comply with the terms and conditions of these Official Contest Rules and Regulations. Winning is contingent upon having fulfilled all requirements as outlined herein. The potential winners will be notified by mail, e-mail or telephone during the period starting on August 31 at 12:00 am CST and concluding at 11:59 p.m. CST on September 14, 2011. Except where prohibited, the potential prize winners will be required to sign and return a Declaration of Compliance, which must be received within ten (10) days of the date that notice or attempted notice is sent, in order to claim his/her prize.

If any potential winner cannot be contacted, fails to sign and return the Declaration of Compliance within the required time period (if applicable) or fails to comply with any eligibility requirement(s) as set out herein and agreed to, such potential winner forfeits the prize which shall then be awarded to the entrant who has received the next greatest number of votes, pending his/her verification. The process shall continue as necessary until all three prizes have been awarded to verified winners.

8.- **Prizes.** A total of three (3) cash prizes are to be awarded, as follows:

First Place: \$2000.00

Second Place: \$1000.00

Third Place: \$500.00

In addition to the cash prizes, winners may – or may not – in Company's sole discretion, receive placement/publicity in roofing-specific trade publications.

Winners are solely responsible for all federal, state and local taxes and other fees associated with prize receipt and use. Prizes must be accepted as awarded. No cash equivalent for possible publicity shall be offered.

9.- **Publicity.** Except where prohibited by law, participation in the Contest constitutes the winner's consent to Sponsor's use of his/her entry name, likeness, voice, opinions, biographical information, hometown and state for promotional purposes in any media, without further payment or consideration, except where prohibited by law.

10.- **Release.** By participating in this Contest and/or by accepting any prize, the winner agrees to release and hold harmless the Sponsor, the Administrator(s), IKO Industries, Inc. and each of their respective subsidiaries, affiliates, suppliers, distributors, advertising/promotion/service agencies, prize suppliers and each

of their respective parent companies and each such company's officers, directors, employees and agents (collectively, the "Released Parties") from and against any claim or cause of action including, but not limited to, personal injury, death or damage to or loss of property, or infringement of any third party intellectual property rights, arising out of participation in the Contest or receipt or use or misuse of any prize, or use of the photo by the Sponsor or the use of personal information. Winners must sign Declaration and Release forms and such other supporting documentation as the Sponsor may request, to give effect to such release.

11.- **Limitations of Liability.** Released Parties are not responsible for, and entrants release and hold the Released Parties harmless for: 1) any incorrect or inaccurate information, whether caused by the entrant, printing errors of or by any of the equipment or programming associated with or utilized in the Contest; 2) technical failures of any kind including, but not limited to the malfunctioning or interruption of any computer, cable, network, hardware or software; 3) the unavailability or inaccessibility of any transmissions or telephone or Internet service; 4) unauthorized human intervention in any part of the entry process or the Contest; 5) electronic or human error which may occur in the administration of the Contest or the processing of the entries; 6) late, lost, undeliverable, damaged or stolen mail or 7) any injury or damage to persons or property including, but not limited to, entrant's computer, hardware or software, which injury or damage may be caused, directly or indirectly, in whole or in part, from entrant's participation in the Contest or receipt or use or misuse of any prize; 8) any liability including, without limitation, any claims of infringement, in connection with the Contest. Sponsor is not responsible for any typographical/other error in entries, selection announcement or for any liability for damage to any computer system resulting from participation in accessing or downloading information in connection with this Contest.

12.- **Governing Law.** Entrant agrees that under no circumstances shall he/she be permitted to obtain awards for and entrant hereby waives all rights to claim punitive, incidental and consequential damages and any other damages and any and all rights to have damages multiplied or otherwise increased. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY. All issues concerning the construction, validity, interpretation and enforceability of these Official Rules and Regulations, or the rights and obligations of the entrant and Sponsor in connection with the Contest shall be governed by, and construed in accordance with, the laws of the State of Illinois, without giving effect to any choice of law or conflict of law rules (whether of the State of Illinois or any other jurisdiction), which would cause the application of the laws of any jurisdiction other than the State of Illinois.

13.- **Collection and Use of Personal Information.** Information (name, address, etc.) collected from entrants and/or the property owners whose projects are entered in the Contest is subject to the Sponsor's Privacy Policy.

14.- **Additional Terms.** Sponsor reserves the right, at its sole discretion, to disqualify any individual it finds, in its sole discretion, to be tampering with the entry process or the operation of the Contest, including online voting rules, or the Company's website. Sponsor further reserves the right to prosecute any fraudulent activities to the full extent of the law.

15.- **List of Winners.** To obtain a list of Contest winners, please send a self-addressed stamped envelope, postmarked no later than September 30, 2011 to:

"Roof It with Royal Estate" Contest Winners List

IKO Inside Sales

235 W. South Tec Drive, Kankakee, IL 60901