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## **FOR IMMEDIATE RELEASE**

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### ***CRRC Releases New and Improved Website*** **Oakland, CA, USA – April 15, 2013 –**

The Cool Roof Rating Council (CRRC) is pleased to announce the release of its new website. The website redesign is the result of a year-long collaboration between the CRRC Board of Directors, members and staff, culminating in a streamlined, user-friendly site.

The website is the main interface between the CRRC and the public. In addition to providing access to the Rated Products Directory, the website serves as an educational resource plus houses documents and forms for the Product Rating program, Evaluation Service CRRC program, and the ANSI/CRRC-1-2012 Standard. As the role of the CRRC evolved and expanded, it outgrew the capacity of its original website. The new website is designed to improve user experience and increase the Rated Products Directory's functionality.

The new website has replaced the previous site at [www.coolroofs.org](http://www.coolroofs.org). You can find a tutorial introducing you to the website's new features on the homepage. The enhanced website includes a more intuitive structure that makes finding relevant information easier for both the first time visitor as well as the seasoned industry professional. New features such as quick links and real-time search parameter controls help visitors navigate the site with greater ease. The website's new look and simplified structure will accommodate future program growth and enhance the CRRC's reputation as an educational resource for the energy performance of roofing products.

The website is a dynamic, living document, and the CRRC welcomes your feedback. Please feel free to contact CRRC staff at [info@coolroofs.org](mailto:info@coolroofs.org) or (866) 465-2523.

*The CRRC is a non-profit educational organization formed in 1998 to develop accurate, credible methods for evaluating and labeling the radiative properties of roofing products, and to disseminate the information to all interested parties. Please contact the CRRC at [info@coolroofs.org](mailto:info@coolroofs.org) or (866) 465-2523 for more information on its programs and the ANSI/CRRC-1 Standard. Follow the CRRC on Facebook at <http://www.facebook.com/pages/Cool-Roof-Rating-Council/327281263959994> or Twitter at [https://twitter.com/#!/Cool\\_Roofs](https://twitter.com/#!/Cool_Roofs).*

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