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## **FOR IMMEDIATE RELEASE**

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### ***Cool Roof Rating Council Adopts the Evaluation Services CRRC Program***

**Oakland, CA, USA – March 25, 2011 –**

The Cool Roof Rating Council (CRRC) is pleased to announce the implementation of its new Evaluation Services CRRC (ES-CRRC) Program. ES-CRRC will serve as the CRRC's Certification Body branch for the ENERGY STAR® Program. The development of the ES-CRRC marks a pivotal achievement, as the CRRC evolves to provide more services to a wider audience of the roofing industry.

As an EPA-approved Certification Body for roofing products and a branch of the CRRC, ES-CRRC offers exclusive and competitive benefits. The program offers ENERGY STAR Partners the opportunity to choose the ES-CRRC as their Certification Body without requiring rating their products through the CRRC Product Rating Program. The ES-CRRC is a separate operating program from the existing CRRC Product Rating Program, including application processing, verification testing, etc. Products will be processed according to the protocol laid out in the [ENERGY STAR Qualified Roof Product Specification document](#). While the ES-CRRC Program is separate and distinct from the CRRC Product Rating Program, the unique relationship between the programs allows ES-CRRC to offer reduced rates for products that are listed in both programs. Products rated by the CRRC Product Rating Program that qualify for ENERGY STAR certification will receive a rate of over 50% off initial new product listing fees.

The ES-CRRC Program is a significant change from the original program implemented in December 2010 when the EPA recognized the CRRC as a Certification Body. The original program required that any products seeking ENERGY STAR certification be rated under the CRRC program. As such the program was designed to be a comprehensive one-stop shop for products that wanted to attain both the ENERGY STAR label and California Energy Commission Title 24 compliance. This key advantage is still applicable under the new ES-CRRC program, where roofing product manufacturers can choose to use their CRRC Product Rating Program ratings for ENERGY STAR certification. The benefit of the ES-CRRC program is that products that do not require compliance in California can choose to forgo the charges associated with the CRRC Product Rating Program.

For more information on how to certify your ENERGY STAR products through the ES-CRRC and to view the full program fee structure, please visit [www.coolroofs.org](http://www.coolroofs.org). Please note that the EPA has set the deadline of March 31, 2011 for Partners to choose a Certification Body and re-qualify all existing ENERGY STAR products. If you are interested in choosing ES-CRRC as your Certification Body, please contact ES-CRRC toll free at (866) 465-2523 or [info@coolroofs.org](mailto:info@coolroofs.org) to ensure that your products are re-qualified by the deadline.

The CRRC is pleased to bring this additional service to its licensees, and to begin new relationships with ENERGY STAR Partners. As always, the CRRC strives to offer superior customer service with the new ES-CRRC program.

*The CRRC is a non-profit educational organization formed in 1998 to develop accurate and credible methods for evaluating and labeling the solar reflectance and thermal emittance 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 CRRC-1 Standard.*

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