



RELEASE: Immediate

CONTACT: Sylvia Mohr  
(413) 552-1071

**STEVENS ROOFING APPOINTS PETER KESSER  
VICE PRESIDENT OF SALES & MARKETING**

**HOLYOKE, Mass., Nov 1, 2007** – Stevens Roofing Systems, a major global supplier of commercial roofing membranes, announces the appointment of Peter Kesser as Vice President of Sales & Marketing.

Kesser will be responsible for overseeing all domestic sales & marketing activities for Stevens Roofing Systems, including management of the company’s direct and indirect sales force. His direct reports include Paul Shepard, Vice President of Sales – Eastern U.S. ... Tim Davis, Vice President of Sales - Western U.S ... and Bill Lyon, Director of Marketing. In his capacity as VP Sales & Marketing, Kesser will report to company President Tom Vinci.

“We believe that the addition of Peter will strengthen our organization in the critical sales and marketing function, allowing for an increased focus on customer service and product distribution. We feel that Peter brings the right mix of talent and experience to supplement our on-going efforts to be among the best in the commercial roofing business,” said Vinci.

Mr. Kesser brings to Stevens more than 20 years of full-spectrum management experience in the commercial roofing industry as manufacturer, distributor & contractor.

During his career, he has held a variety of senior sales & marketing positions, including seven years as Regional Sales Manager for Firestone Building Products Company. Most recently he was Vice President of Sales & Marketing for a national manufacturer and distributor of building materials based in Houston, TX.

Kesser holds an MBA from Butler University and a BS degree from Minnesota State University. He recently relocated his family to North Carolina, and has an office at the company's facility there, as well as at the corporate headquarters in Massachusetts. He can be reached at (800) 621-7663 or via email at [pakesser@stvroof.com](mailto:pakesser@stvroof.com).

Headquartered in Holyoke, Mass., Stevens Roofing Systems is a leading producer and global supplier of reinforced thermoplastic roofing systems for commercial and industrial applications. For more information, contact Stevens at (877) TPO-ROOF or visit us on the web at [StevensRoofing.com](http://StevensRoofing.com).

# # #