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**LAUNCHING LAS VEGAS IN JANUARY**  
*Endura Attending 2009 International Builders' Show*

*Greensboro, NC - December 10th, 2009* - The International Builders' Show (IBS) is the building industry's defining business event for 2009. Endura Products, Inc. expects to *Make Performance Standard™* with several new products designed to solve real world problems through cost-effective solutions.

With the current state of the market, many manufacturers have opted out of this event, making the IBS even more crucial as a means to showcase new products to builders. The IBS expects to make a greater impact than ever before. Builders, remodelers, developers, dealers and distributors are coming to Las Vegas with an even greater purpose this year. After being in Orlando for a number of years, the IBS is returning to Las Vegas with a projected participation of nearly 100,000 attendees. Endura understands the importance of its presence at IBS and will make an impact with new, innovative, and cost-effective products.

Endura Products, Inc. will be unveiling exterior door system components designed to enhance and upgrade any style of door unit, from single to French doors. These new products will add integrity and security to door systems, providing unrivaled strength versus the elements, preventing door system failure and expensive callbacks. Look for Endura at Booth #C4665 to learn more about these new products and how Endura's products *Make Performance Standard*.

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