

PRESS RELEASE

Gutter Protection Company Receives Patent Approval on New Gutter Genius® DIY™ Product

Richmond, VA (May 2, 2008) – Richmond, Virginia based gutter company Elko Products Company has received approval from the United States Patent and Trademark Office (USPTO) for its invention of the Gutter Genius® locking clip, the key intellectual property behind its Gutter Genius® DIY™ Home Edition gutter protection product.

Elko Products Company manufactures and markets Gutter Genius® DIY™ Home Edition, a high quality do-it-yourself gutter protection kit, through more than 4,100 independent Do it Best Home Centers across the United States. Gutter Genius DIY installs simply and easily in minutes with any flat edge tool.

“This is a major milestone for Gutter Genius,” said Tim Staub, CEO of Elko Products Company. “We have several other patent applications winding their way through the USPTO, but this patent is the key driver behind our retail strategy.” He adds, “We’re on a mission to bring affordable, high quality gutter protection to the average homeowner, and this patent secures our ability to achieve that mission.”

About Elko® Products Company, Inc.

Elko Products Company, Inc. is a leading manufacturer and inventor of gutter protection products based in Richmond, Virginia. Elko is a building and home products company focused on providing unique and innovative solutions to building, home and construction-related markets worldwide. Elko’s products are marketed by many of the leading companies in home maintenance and repair, construction and home improvement channels in North America.

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