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ROOFING PRICE INCREASE

Wednesday 7-23-08

All of our roofing vendors continue to implement price increases with unprecedented frequency. The August increase announced in July has in fact come to pass. The cumulative effect of the mid-July and the August 1st increases will make it necessary for us to raise our premium shingles 10%-15% effective August 4th. In an effort to give our customers as much notice as possible, we will hold our 25yr strip and 30yr laminate pricing until August 14th. Effective August 15th we will be forced to raise our 25yr strips 5%-10% (\$3-\$4) and 30yr laminates 5%-10% (\$5-\$6). It is unclear as to whether there will further increases yet this year. We will make every effort to communicate the impact of future increases with as much notice as possible.

There may be large pricing and availability differences between brands as prices and lead times continue to fluctuate. Please continue to check pricing and availability often as these dynamics are likely to change quickly for the remainder of the year. When bidding jobs please call a Reese Customer Service Representative to check for current pricing and availability or visit our web site at www.ReeseWholesale.com for the most up-to-date pricing information available. Thank you for your understanding in this matter. Please feel free to contact me with any questions or concerns during these challenging times.

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