

November, 2012

Dear CertainTeed Siding Products Group Customer:

As we are fast approaching another year, we must thank you once again for your valued business in this persistently challenging environment. We would like to provide you with a summary of additions and changes to our product lines that will help build your business.

## SIDING COLOR LINE CHANGES

We are very excited to introduce the new 2013 color palette. As the color leader in the industry, we continuously refresh our color offering to keep up with new trends. This year, in addition to adding to our color palette, we went one step further by merging many of the vinyl and fiber cement colors. We took only the best from both worlds, giving your customer a true and unique Freedom of Choice™ that can only come from CertainTeed. We now offer 16 shared colors between our vinyl and fiber cement product lines! That means your customers can offer homeowners more design flexibility, giving them additional ways to capture new business. Aligning 16 colors among our cladding materials also offers you the opportunity to improve your accessory inventory management.

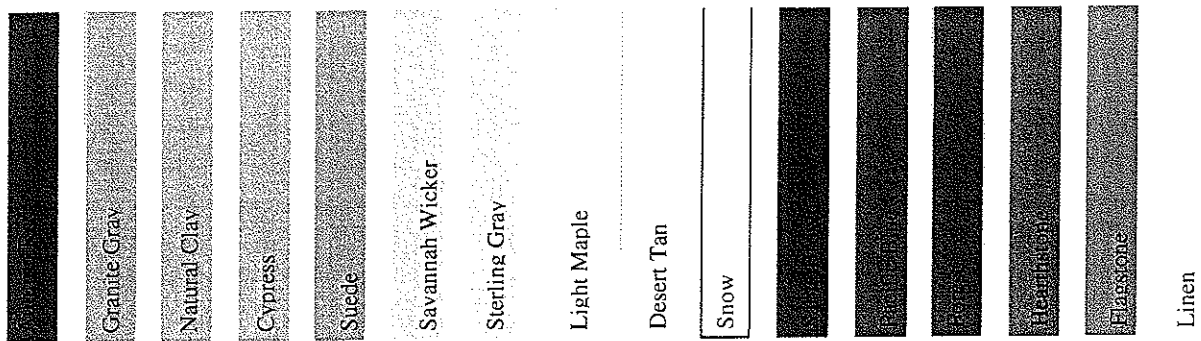
The new CertainTeed colors available for you to offer your customers:

Vinyl siding new colors	Fiber cement siding new colors
<ul style="list-style-type: none"> <li>▪ <b>Cedar Impressions®:</b> Autumn Red      Charcoal Gray Forest              Green Tea                          Bermuda Blue</li> <li>▪ <b>Northwoods®:</b> Autumn Red</li> <li>▪ <b>CedarBoards™:</b> Autumn Red</li> <li>▪ <b>Monogram® 46:</b> Autumn Red      Charcoal Gray Forest              Linen Green Tea        Bermuda Blue</li> <li>▪ <b>IronMax®:</b> Autumn Red      Charcoal Gray Forest              Linen</li> <li>▪ <b>Universal™ Soffit:</b> Autumn Red      Charcoal Gray Forest              Linen Green Tea        Bermuda Blue</li> <li>▪ <b>Vinyl Carpentry®:</b> Autumn Red      Charcoal Gray Forest              Green Tea Bermuda Blue    Linen</li> </ul>	<ul style="list-style-type: none"> <li>▪ Taupe (617)</li> <li>▪ Light Maple (055)</li> <li>▪ Marigold (618)</li> <li>▪ Suede (014)</li> <li>▪ Sable Brown (029)</li> <li>▪ Cypress (042)</li> <li>▪ Flagstone (097)</li> <li>▪ Pacific Blue (027)</li> <li>▪ Forest (047)</li> <li>▪ Granite Gray (034)</li> <li>▪ Hearthstone (019)</li> </ul>
<p><i>All colors are not available in all profiles for these product families; see product catalog for more details on availability by profile.</i></p>	



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These 16 colors align across all cladding materials:



To ensure a smooth transition to the new color names in 2013, the following fiber cement colors will also feature their equivalent color names in vinyl siding e.g. "Vanilla White/Snow", "Silverplate/Sterling Gray", "Antique White/Desert Tan", "Wicker/Savannah Wicker", "Heritage Clay/Natural Clay".

#### VINYL SIDING

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- **Monogram 46XL** - the industry's leading premium vinyl siding adds another long length: D4 & D5DL are now available in a 25-foot long panel. These panel can be used in conjunction with all other Monogram products and are offered in Colonial White, Desert Tan, Heritage Cream, Light Maple, Sandstone Beige, Savannah Wicker, Silver Ash, Sterling Gray, Cypress, Granite Gray, Natural Clay, Oxford Blue.

#### FIBER CEMENT SIDING

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- **Perfection Shingles Stained colors with enhanced shadow lines** (West Coast only).  
Note: we are not discontinuing the current Perfection Shingles in stains as many customers still prefer a softer and less contrasting line between the shakes.
- **Vinyl soffits** and accessories – As part of our strategy to offer you and your customers as many options as possible, we are now making a limited vinyl soffit offering available to fiber cement customers in select markets. Profiles include:
  - o Invisivent Triple 3-1/3" and solid, Ironmax Double 5" Solid & fully Vented, Beaded Triple 2" Solid and Vented, Universal Triple 4" Solid & Fully Vented
  - o J-channels (3/8", 1/2" and 3/4") and F-channels (3/4", 5/8")
  - o All available in 4 popular colors: Natural Clay, Savannah Wicker, Sterling Gray, Colonial White

Please check with your local regional or district manager for availability in your area.



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- **Housewrap** – We are adding CertaWrap™ (3'x100', 4.5'x200', 9'x100', 9'x150', 10'x100', 10'x150'), CertaFlash™ BA, CertaFlash™ Flex and CertaTape™ to the fiber cement offering. Available in full pallets.
- **Shrouds** - Because it's extremely important to keep product dry at all-times whether it is in a distribution center or on a jobsite, we are adding two shroud skus as a convenient item for you or your contractors to order for ultimate protection.
- **Bearskin** – The new Bear Skin™ joint flashing sheets are a new, smarter way to flash fiber cement lap siding butt joints. That means installation has never been easier – resulting in better performance and a more beautiful finished appearance. Available in seven popular ColorMax® colors: Sable Brown, Taupe, Olive, Pewter, Heritage Clay/Natural Clay, Wicker/Savannah Wicker, and Vanilla White/Snow.

## DECKING AND RAILING

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- **UnderShield™ Water Diversion System** – This easy-to-install water diversion system creates new and improved outdoor living spaces. UnderShield allows a homeowner to claim the space under the deck for additional living space or much needed storage area by keeping the space dry. 6' x 16" vinyl panels and a clip and grid system installs to the deck joists to divert water to the edge of the deck. Available in two panel styles, chamfer or beaded, and three color choices: Colonial White, Sterling Gray or Savannah Wicker; coming in first quarter of 2013.
- **Panorama Decorative Steel Balusters** - Expanded color offering with the addition of Oil-Rubbed Bronze. Designed to work with Panorama composite railing, the 5/8" decorative steel balusters come in four styles: straight, twist, single basket and double basket and install using patented baluster shoes. In addition, the decorative post cap, which snaps onto the top of a Panorama post cap, will also now be offered in the Oil-Rubbed Bronze finish.

## RESTORATION MILLWORK®

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- **Nail Hem Flange for One-Piece Corners** - Featuring a nail hem, rigid PVC flange inserts for all One-Piece Corners install directly to the wall to create a face nail-free corner installation. The flange, sold by the carton, is available in a 10-foot nominal length to work with either 10-foot or 20-foot corners. All One-Piece Corners - in both smooth and woodgrain - will feature grooves in order to accept the flange to give you this installation option. Existing corners can still be used with traditional face nail application.



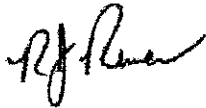
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- **5/4 x 4" Trimboard with Cut-out** - Available in smooth or woodgrain texture, this new window trim features a cut-out that allows trimboards to lie flush around windows and doors with built-in nail flanges, taking the work out of making perfect miter cuts at the corners.
- **Trimboards in More Sizes** - 1" x 3", 1" x 5" and 5/4 x 5" trimboards are now available in 18-foot lengths and either smooth/smooth or woodgrain/smooth texture.
- **4' x 10' Beadboard Panel** - A 10-foot length Beadboard Panel has been added for wider porch ceilings of other applications.
- **Two New Molding Profiles:**
  1. The **cove molding** has a concave profile, and is often used as an inside corner guard, to hide joints or as a transition when used with other moldings for a "compound" molding. The cove molding measures 3/4"x3/4"x16' and is sold in 50-piece cartons.
  2. The **historic sill** is a larger design to match the style and look of colonial window sills and like our other sills, features a slope running from back to front to force water away from the window. The historic sill measures 1-3/4"x 2-13/16"x16 and is sold in 4-piece cartons.

Your CertainTeed territory manager will be in touch with you shortly to provide complete details about our 2013 programs. In the meantime, you'll find additional information in the enclosed 2013 Highlights Catalog.

I hope you enjoy the approaching holidays and wish you success and good health in the coming year. As always, we thank you for your business and your continued support.

Sincerely,



Robert J. Rumer  
Vice President, Sales



CertainTeed Siding