

James Hardie Building Products, Inc.
26300 La Alameda, Suite 400
Mission Viejo, CA 92691

July 29th, 2011

Subject: HardieTrim® and HardieSoffit® Colors

Dear Valued JH Partner,

We're very excited to announce the introduction of **2 new Trim and Soffit colors** into your market. The **new Trim colors will be offered in a smooth finish in all sizes, while the new Soffit colors** will be offered for both vented and non-vented. All new products will be ready to order on August 1st 2011 in the following districts: Chicago, Detroit, Indianapolis, Kansas City, Milwaukee, Omaha and St Louis.

Made of the highest quality material available, dimensionally stable HardieTrim™NT3 and HardieSoffit® is resistant to damage from water, insects, harsh weather, and are low maintenance for long-lasting beauty. HardieTrim™NT3 and HardieSoffit® will allow builders, contractors, and architects alike to offer the durability of James Hardie® fiber cement on all aspects of their homes.

With the addition of these 2 trim and soffit colors to your line of James Hardie product offerings - HardiePlank® lap siding, HardiePanel® vertical siding, HardieShingle® siding, and HardieSoffit® panels - you now have even more opportunities to sell the James Hardie complete exterior solution. Offering your customers the newest and best exterior design products available can help increase your sales and keep satisfied customers returning.

2 new HardieTrim® NT3 and HardieSoffit® colors will be available for order starting August 1st, 2011

Product Specs:

HardieTrim® NT3

- Thickness: 4/4
- Widths: 4", 6", 8" and 12"
- Thickness: 5/4
- Widths: 4", 5", 6", 8", 12"
- Color: Autumn Tan and Sandstone Beige

HardieSoffit®

Vented and Non-Vented

Color: Autumn Tan and Sandstone Beige

Please contact your Customer Service Representative with any questions regarding HardieTrim® and HardieSoffit® for additional product and warranty information. All pricing is available on HardieLink.

If you do not have a HardieLink account, please contact us at BBME@jameshardie.com to set one up.

Please see the enclosed information for further details. We thank you for your support and look forward to continued growth in the future.

Sincerely,

Sean Gadd
HardieTrim® Product Manager
James Hardie Building Products



James Hardie Building Products, Inc.
 26300 La Alameda, Suite 400
 Mission Viejo, CA 92691

Part Code	Color	HardieZone	Size	Texture	Pcs/Pallet	Pallet Type	Pallet Weight
670501	Autumn Tan	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	216	Full	5130
670502	Autumn Tan	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	36	Mid	855
670503	Autumn Tan	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	12	Mini	285
673501	Sandstone Beige	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	216	Full	5130
673502	Sandstone Beige	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	36	Mid	855
673503	Sandstone Beige	HZ5	12" x 12' X 1/4"	Non-Vented Select Cedarmill	12	Mini	285
670521	Autumn Tan	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	216	Full	5130
670522	Autumn Tan	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	36	Mid	855
670523	Autumn Tan	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	12	Mini	285
673521	Sandstone Beige	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	216	Full	5130
673522	Sandstone Beige	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	36	Mid	855
673523	Sandstone Beige	HZ5	12" x 12' X 1/4"	Vented Select Cedarmill	12	Mini	285
670581	Autumn Tan	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	156	Full	3705
670582	Autumn Tan	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	36	Mid	855
670583	Autumn Tan	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	12	Mini	285
673581	Sandstone Beige	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	156	Full	3705
673582	Sandstone Beige	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	36	Mid	855
673583	Sandstone Beige	HZ5	16" x 12' X 1/4"	Non-Vented Select Cedarmill	12	Mini	285
670531	Autumn Tan	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	156	Full	4387
670532	Autumn Tan	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	36	Mid	1012
670533	Autumn Tan	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	12	Mini	337
673531	Sandstone Beige	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	156	Full	4387
673532	Sandstone Beige	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	36	Mid	1012
673533	Sandstone Beige	HZ5	16" x 12' X 1/4"	Vented Select Cedarmill	12	Mini	337
670541	Autumn Tan	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	108	Full	3664
670542	Autumn Tan	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	36	Mid	1221
670543	Autumn Tan	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	12	Mini	407
673541	Sandstone Beige	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	108	Full	3664
673542	Sandstone Beige	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	36	Mid	1221
673543	Sandstone Beige	HZ5	24" x 8' X 1/4"	Vented Select Cedarmill	12	Mini	407

James Hardie Building Products, Inc.
 26300 La Alameda, Suite 400
 Mission Viejo, CA 92691

Part Code	Color	HardieZone	Size	Texture	Pcs/Pallet	Pallet Type	Pallet Weight
6701901	Autumn Tan	HZ5	3.5"X12 -4/4	Smooth	312	Full	4749
6701902	Autumn Tan	HZ5	3.5"X12 -4/4	Smooth	60	Mid	913
6701903	Autumn Tan	HZ5	3.5"X12 -4/4	Smooth	24	Mini	365
6731901	Sandstone Beige	HZ5	3.5"X12 -4/4	Smooth	312	Full	4749
6731902	Sandstone Beige	HZ5	3.5"X12 -4/4	Smooth	60	Mid	913
6731903	Sandstone Beige	HZ5	3.5"X12 -4/4	Smooth	24	Mini	365
670401	Autumn Tan	HZ5	3.5"X12 -5/4	Smooth	240	Full	5278
670402	Autumn Tan	HZ5	3.5"X12 -5/4	Smooth	60	Mid	1319
670403	Autumn Tan	HZ5	3.5"X12 -5/4	Smooth	24	Mini	528
673401	Sandstone Beige	HZ5	3.5"X12 -5/4	Smooth	240	Full	5278
673402	Sandstone Beige	HZ5	3.5"X12 -5/4	Smooth	60	Mid	1319
673403	Sandstone Beige	HZ5	3.5"X12 -5/4	Smooth	24	Mini	528
670411	Autumn Tan	HZ5	4.5"X12 -5/4	Smooth	200	Full	5278
670412	Autumn Tan	HZ5	4.5"X12 -5/4	Smooth	60	Mid	1583
670413	Autumn Tan	HZ5	4.5"X12 -5/4	Smooth	20	Mini	528
673411	Sandstone Beige	HZ5	4.5"X12 -5/4	Smooth	200	Full	5278
673412	Sandstone Beige	HZ5	4.5"X12 -5/4	Smooth	60	Mid	1583
673413	Sandstone Beige	HZ5	4.5"X12 -5/4	Smooth	20	Mini	528
6701921	Autumn Tan	HZ5	5.5"X12 -4/4	Smooth	208	Full	5277
6701922	Autumn Tan	HZ5	5.5"X12 -4/4	Smooth	40	Mid	1015
6701923	Autumn Tan	HZ5	5.5"X12 -4/4	Smooth	16	Mini	406
6731921	Sandstone Beige	HZ5	5.5"X12 -4/4	Smooth	208	Full	5277
6731922	Sandstone Beige	HZ5	5.5"X12 -4/4	Smooth	40	Mid	1015
6731923	Sandstone Beige	HZ5	5.5"X12 -4/4	Smooth	16	Mini	406
670421	Autumn Tan	HZ5	5.5"X12 -5/4	Smooth	160	Full	4750
670422	Autumn Tan	HZ5	5.5"X12 -5/4	Smooth	40	Mid	1188
670423	Autumn Tan	HZ5	5.5"X12 -5/4	Smooth	16	Mini	475
673421	Sandstone Beige	HZ5	5.5"X12 -5/4	Smooth	160	Full	4750
673422	Sandstone Beige	HZ5	5.5"X12 -5/4	Smooth	40	Mid	1188
673423	Sandstone Beige	HZ5	5.5"X12 -5/4	Smooth	16	Mini	475

James Hardie Building Products, Inc.
 26300 La Alameda, Suite 400
 Mission Viejo, CA 92691

Part Code	Color	HardieZone	Size	Texture	Pcs/Pallet	Pallet Type	Pallet Weight
6701931	Autumn Tan	HZ5	7.25"X12 -4/4	Smooth	156	Full	4750
6701932	Autumn Tan	HZ5	7.25"X12 -4/4	Smooth	36	Mid	1096
6701933	Autumn Tan	HZ5	7.25"X12 -4/4	Smooth	15	Mini	457
6731931	Sandstone Beige	HZ5	7.25"X12 -4/4	Smooth	156	Full	4750
6731932	Sandstone Beige	HZ5	7.25"X12 -4/4	Smooth	36	Mid	1096
6731933	Sandstone Beige	HZ5	7.25"X12 -4/4	Smooth	15	Mini	457
670431	Autumn Tan	HZ5	7.25"X12 -5/4	Smooth	120	Full	4750
670432	Autumn Tan	HZ5	7.25"X12 -5/4	Smooth	36	Mid	1425
670433	Autumn Tan	HZ5	7.25"X12 -5/4	Smooth	15	Mini	594
673431	Sandstone Beige	HZ5	7.25"X12 -5/4	Smooth	120	Full	4750
673432	Sandstone Beige	HZ5	7.25"X12 -5/4	Smooth	36	Mid	1425
673433	Sandstone Beige	HZ5	7.25"X12 -5/4	Smooth	15	Mini	594
6701951	Autumn Tan	HZ5	11.25"X12 -4/4	Smooth	104	Full	4750
6701952	Autumn Tan	HZ5	11.25"X12 -4/4	Smooth	36	Mid	1644
6701953	Autumn Tan	HZ5	11.25"X12 -4/4	Smooth	12	Mini	548
6731951	Sandstone Beige	HZ5	11.25"X12 -4/4	Smooth	104	Full	4750
6731952	Sandstone Beige	HZ5	11.25"X12 -4/4	Smooth	36	Mid	1644
6731953	Sandstone Beige	HZ5	11.25"X12 -4/4	Smooth	12	Mini	548
670461	Autumn Tan	HZ5	11.25"X12 -5/4	Smooth	80	Full	4936
670462	Autumn Tan	HZ5	11.25"X12 -5/4	Smooth	36	Mid	2221
670463	Autumn Tan	HZ5	11.25"X12 -5/4	Smooth	12	Mini	740
673461	Sandstone Beige	HZ5	11.25"X12 -5/4	Smooth	80	Full	4936
673462	Sandstone Beige	HZ5	11.25"X12 -5/4	Smooth	36	Mid	2221
673463	Sandstone Beige	HZ5	11.25"X12 -5/4	Smooth	12	Mini	740