

November 12, 2012

CertainTeed Roofing: Important Product Announcement

2013 Product Line Changes for CertainTeed Roofing–Lake Central Region

CertainTeed has introduced several new product enhancements in recent years in an effort to expand upon our range of value-added products. We strive to be a single source of products that represent the widest range of aesthetic and performance attributes.

In 2012, CertainTeed repositioned the Landmark series and successfully launched **Landmark PRO**. Featuring our Maximum Definition color palette, and designed with additional shingle weight compared to our popular Landmark product, Landmark PRO combines value with enhanced aesthetics and performance. Contractors have responded very favorably to the clear good, better, best selling strategy as well.

Since the initial introduction of **Landmark Solaris**, the demand for solar reflective shingles with improved aesthetics and energy efficiency has increased significantly. Offering 25 percent solar reflectivity, Landmark Solaris **Gold** features Maximum Definition colors available in rich, dark hues. Landmark Solaris **Platinum** offers an industry-first 40 percent solar reflectivity. **Presidential Solaris** offers consumers an additional design choice replicating the appeal of authentic wood shake.

These are just two examples of recent innovation developed as a direct result of customer feedback. While CertainTeed's goal is to be a leader in innovation, we can appreciate that constant change can be difficult to manage especially considering the industry's move to lifetime warranty terms in recent years.

The voice of our customers is invaluable, and we want you to know we have been listening. With this in mind, you will see relatively few changes as you prepare for 2013. We are confident in CertainTeed's product portfolio, and our goal is to help you better understand the unique value proposition associated with your existing lines.

The attached chart outlines minor product changes in your market for 2013. If there are questions about any of these changes or you would like to schedule additional product training, please contact your local Territory Manager. We sincerely appreciate your business.

Best regards,

Bob Fields
Lake Central Regional Sales Manager
CertainTeed Roofing

2013 Product Line Changes for Lake Central Region

<u>Shingle Name</u>	<u>Additions</u>	<u>Deletions</u>
XT-25 Metric AR	Autumn Brown Black Driftwood Evergreen Blend Gray Frost Maple Red Blend Moiré Black Nickel Gray Oakwood Slate Gray Timber Blend Weathered Wood	
XT-25 Metric Non-AR		Product line will be discontinued
XT-25 English		Cinnamon Frost Evergreen Blend
XT-30 English		Cinnamon Frost Evergreen Blend Sandalwood

There may be inventory available on products to be discontinued for a limited time. Please discuss availability with your local territory manager.

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