

November 16, 2011

CertainTeed Roofing: Important Product Announcement

Product Line Changes for 2012 CertainTeed Roofing–Lake Central Region

CertainTeed is pleased to announce a number of product line enhancements for 2012 which improves our range of value-added products. With our industry's move to lifetime warranty terms, it is an exciting opportunity to differentiate our products based on features, benefits and appearance.

CertainTeed will launch a new product **Landmark Pro**, designed as an attractive upgrade from our popular Landmark product. Landmark Pro at 250 lbs/square features a heavier base weight, is available in our increasingly popular *Maximum Definition color palette*, and has additional features targeting the roofing professional. With the introduction of Landmark Pro we are eliminating our **Landmark Plus** product line.

CertainTeed will continue to offer **Landmark Premium**, in our most popular maximum definition colors, to meet the needs of contractors and consumers who value the durability and the appearance of CertainTeed's heavier constructed laminate.

Lastly, we are offering an improved **Hatteras** product in a new, popular color pallet and enhanced performance features, such as our strongest generation of sealant for maximum wind resistance.

Please see the attached chart outlining product line changes in your market. If there are additional questions about any of these changes, please feel free to discuss them with your local Territory Manager for further clarification.

Sincerely,

Todd Herkins
Sales Director – Lake Central Region
CertainTeed Roofing

Product Line Changes for 2012 –Lake Central Region

<u>Product Name</u>	<u>Additions</u>	<u>Deletions</u>
Landmark Plus		Product line will be discontinued
Landmark Pro	All colors in 2011 Landmark Premium product line	
Landmark Premium	Max Def Burnt Sienna, Max Def Heather Blend, Max Def Moiré Black, Max Def Resawn Shake, Max Def Weathered Wood	All colors except those listed in additions column
Landmark Solaris IR		Aged Cedar, Crystal Gray, Dusky Clay, Sunset Shake
Landmark Solaris Gold IR	Max Def Burnt Sienna, Max Def Resawn Shake, Max Def Weathered Wood	
Landmark Impact Resistant	Cumberland, Shenandoah, Max Def Weathered Wood	Hunter Green
Landmark TL Impact Resistant		Product line will be discontinued
Landmark Canada		Product line will be discontinued
XT-30 Impact Resistant	Cumberland, Shenandoah Max Def Weathered Wood	Hunter Green
Grand Manor	Tudor Brown	Heirloom Silver
Centennial Slate		Product line will be discontinued
Presidential Shake AR	Classic Weathered Wood	Augusta Green
Presidential TL AR	Classic Weathered Wood	
Presidential AR Impact Resistant	Classic Weathered Wood	
Highland Slate	Max Def Weathered Wood, Saddle Brown	
Hatteras	Cottage Red, Hunter Green, Tudor Brown, Colonial Slate, Moiré Black, Weathered Wood	Lighthouse Red, Newport Green, Outer Banks, Oyster Gray, Regatta Blue, Sandpiper, Stormy Night, Windswept Gray
Independence		Hamilton Blue
Cedar Crest	Classic Weathered Wood, Saddle Brown, Tudor Brown	Augusta Green
Cedar Crest IR	Classic Weathered Wood	
Shangle Ridge	Tudor Brown	Heirloom Silver
Hatteras Accessory		All colors (replace w/Cedar Crest)
Solaris Accessory IR	Max Def Burnt Sienna, Max Def Resawn Shake, Max Def Weathered Wood	Aged Cedar, Crystal Gray, Dusky Clay, Sunset Shake

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

11/16/11