



INNOVATIONS FOR LIVING®

PLAY-BY-PLAY PROMOTIONS

Roofing Essentials™ Contractor Promotional Series

2011
ROOFING
ESSENTIALS™
Promotional
Calendar



Score **Big** rewards all year long

- Owens Corning Roofing VISA® Prepaid Cards.
- 45" Pink Panther™—It's yours when you max your rewards for the Winter, Spring and Summer promotions.
- Super Bowl™ XLVI package for 2—Each quarter you max out your rewards, you'll be entered for a chance to win! Prizes include airfare, lodging, tickets to the game & much more. (A \$15,000 value). Winter, Spring and Summer Roofing Essentials™ Promotional periods only; maximum 3 entries per contractor.

Register on the new **Roofing Reward Center** to participate in the 2011 Roofing Promotions. www.owenscorning.com/roofingrewardcenter



PRODUCT	PROMOTIONAL PERIOD
<p>WINTER PROMOTION</p> <ul style="list-style-type: none"> • Hip & Ridge Shingles • Starter Shingle Strips & Rolls 	<p>January 1—March 31, 2011</p>
<p>SPRING PROMOTION</p> <ul style="list-style-type: none"> • WeatherLock® Self-Sealing Ice & Water Barrier Products • Deck Defense™ High-Performance Roof Underlayment • Fiberglas™ Reinforced Felt Underlayment 	<p>April 1—June 30, 2011</p>
<p>SUMMER PROMOTION</p> <ul style="list-style-type: none"> • VentSure® 4' Strip Heat & Moisture Ridge Vent • VentSure® Rigid Roll 	<p>July 1—September 30, 2011</p>
<p>FALL PROMOTION</p> <ul style="list-style-type: none"> • RapidFlow® Gutter Drainage Protection • AttiCat® Expanding Blown-In Insulation System 	<p>October 1—November 30, 2011</p>

Disclaimer:

This promotion is in no way sponsored, endorsed or administered by, or associated with, the National Football League (NFL). Super Bowl is a registered trademark of the National Football League.

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