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August 15, 2012

Introducing New TruDefinition® Duration MAX™ Shingles – Compton Plant

Dear Valued Customer:

We have exciting news to share! On September 4, 2012, Owens Corning Roofing & Asphalt, LLC, will be launching the newest addition to the TruDefinition® Duration® Series shingle product offering in the Compton Plant Service Area, **TruDefinition® Duration MAX™ Shingles**.

TruDefinition® Duration MAX™ shingles are a thicker product that combines the bold thickness of a wood shingle with the strength and durability of our patented SureNail® Technology to deliver both dramatic beauty and peak performance, taking beauty and performance to the MAX.

TruDefinition® Duration MAX™ Shingles will be offered in the following colors; Carbon, Mahogany, Granite, Mesquite, Sycamore and Smokey Mountain.

The TruDefinition® family of shingles, consisting of TruDefinition™ Duration®, and TruDefinition® Duration® Designer Colors Collection Shingles, is the result of continuous product innovation and feedback from you, our customers.

We are proud to feature the new SureNail® Technology design: a woven engineered reinforcing fabric for the nailing strip. When the new SureNail® fabric overlays the common bond of the laminate layers, a unique Triple Layer of Protection™ is created. The result is a tough, thick fastening area that allows for outstanding nail blow-through and nail-pull resistance.

In addition to the engineered fabric in the nailing area, which continues to be highly visible for fast, easy installation, TruDefinition® Duration® Series Shingles feature our enhanced sealant formula and new sealant configuration that makes for easier removal of shingles from the package. All of these benefits have been accomplished without sacrificing the lay flat characteristics of Duration® Series Shingles.

The introduction of TruDefinition® Duration® Shingles is based on the *true* performance characteristics of SureNail® Technology, and will help provide a great upsell opportunity for participating customers. Owens Corning Roofing and Asphalt truly values your business and is committed to providing the best product for successful business growth. Please contact your area sales manager with any questions. Thanks for your support and your business.

Sincerely,

A handwritten signature in black ink, appearing to read "Evelyn Cruz".

Evelyn Cruz
Product Leader Shingles