



February 15, 2012

NATIONAL ANNOUNCEMENT STEEP SLOPE ROOFING

APRIL 2, 2012 PRICE INCREASE

Dear Customers:

Due to the continued escalation of manufacturing and transportation costs, GAF is announcing a price increase of approximately **8 – 10%** on all steep slope roofing and accessory products, effective April 2, 2012. The price increase will take effect with shipments on April 2, 2012, regardless of order entry date. As we approach April 2, we will communicate specific price increases by product.

We will continue to monitor costs and support our customers with quality products and services at a competitive price. If you have any questions concerning this increase, please contact your local Territory Manager, National Account Manager, or Sales Manager.

Thank you for your continued support.

A handwritten signature in black ink that reads "Brian Kimber".

Brian Kimber
Vice President, Sales
Steep Slope Systems