



June 23, 2009

Dear CertainTeed Customer:

Landmark Solaris™: Expanded color palette and increased manufacturing capacity

CertainTeed is pleased to announce the expansion of our Landmark Solaris product offering with the addition of four new aesthetically pleasing colors made at our Peachtree City GA. plant. These products's comply with Energy Star® guidelines for solar reflectivity, and are readily available for shipment. An additionally important sustainable feature, Landmark Solaris shingles also come with a limited lifetime warranty, a critical benefit to homeowners interested in sustainable design.

With the new government incentives, Landmark Solaris can be offered to homeowners as a product upgrade, which can be funded in large part, if not entirely, through this new tax credit. This is clearly an opportunity to offer a value added product to homeowners, which provides cool roof benefits, while at the same time contributing to reducing the urban heat island effect and the consequent pollution created by warmer urban climates. Furthermore, your local municipality or energy provider may offer additional incentives beyond this federal program.

As background, on February 17, 2009 the American Recovery and Reinvestment Act of 2009 was signed into law. This new law incorporates a significant incentive for homeowners to install asphalt shingles that achieve compliance with Energy Star guidelines for solar reflectivity.

Specifically, **the new law will enable homeowners to receive up to a \$1,500 tax credit if they install an Energy Star rated roofing product.** Following is a list of details for your convenience:

- The tax credits that were previously effective for 2009 have been extended to 2010 as well.
- The tax credit has been raised from 10% to 30%.
- The tax credits that were for a specific dollar amount (ex \$300 for a CAC); have been converted to 30% of the cost.
- The maximum credit has been raised from \$500 to \$1500 for the two years (2009–2010).

With the significant challenges our industry faces in 2009, we hope you will see this as an opportunity to set your business apart and provide even more value to your clients.

As always, your CertainTeed Territory Manager is available as a resource and to answer your questions.

Sincerely,

Paul J. Batt
Director, Product Marketing
CertainTeed Roofing

Please distribute this notification to all of the appropriate people in your company