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*1361 Alps Road, Wayne, NJ 07470*

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## **NATIONAL ANNOUNCEMENT STEEP SLOPE ROOFING PRICE INCREASE**

### **AUGUST 31, 2009 PRICE INCREASE**

July 27, 2009

Dear Customers:

After careful consideration, GAF-ELK has decided to announce a price increase. The impact of low unit volume and the related cost increase in connection with reduced manufacturing absorption, coupled with increased raw materials and other costs has created the need for this increase. By way of example, since our last announcement in March, 2009, we have absorbed substantial asphalt cost increases as the price of oil has risen over 60%.

Effective August 31, 2009, there will be a price increase of **approximately 5%** on all steep slope roofing and accessory products. The price increase will take effect with shipments on August 31, 2009, regardless of order entry date. As we approach August 31, we will communicate specific price increases by product. As always, 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.

Jim Schnepfer  
Vice President Sales  
Steep Slope Systems