



Residential Roofing Price Increase Announcement

December 22, 2009

To: Atlas Residential Roofing Customers,

Due to recent increases in raw materials, Atlas Roofing is announcing a 5% to 7% price increase on all shingle and roll products, starting with shipments on **February 15, 2010**.

Shipments on or after February 15, 2010, will be invoiced at the new price level regardless of order placement date.

Your local Atlas salesperson will be firming up the specific prices by product prior to the February 15th increase.

We appreciate your business and we hope you and your families have a great holiday season.

Sincerely,

Kirk R. Villar
Vice President Sales and Marketing
Atlas Residential Division

