



October 22, 2010

To Our Valued ALSCO Building Products Customers,

Due to rising raw material costs, Aleris Rolled Products, Inc. is announcing the following price increases for trim coil and fabricated products, effective with all orders placed on or after November 22, 2010 for current lead time delivery:

| Product Group | Price Change |
|--|--------------------------|
| ♦ All 24"x 50' polyester and PVC trim coil | \$2.00 per roll increase |
| ♦ All Rainware, Specialty Products, Roof Moldings, and related accessories | 5% increase |
| ♦ All Soffit, Siding and related accessories | 5% increase |
| ♦ Gutter coil and all other coil sold by the pound | ** Priced Monthly |

Please note that any orders received before November 22, 2010, will be subject to current pricing for volumes not exceeding your average monthly purchases during September, October, and November, 2009 (measured in dollars). Should you place orders before November 22, 2010, for volumes exceeding these monthly averages, the additional volumes will be priced at the increased prices noted above.

Thank you for your continued support of ALSCO Building Products. We look forward to fulfilling your aluminum building product needs in the future. If you have any questions, please contact your Sales Manager.

Sincerely,

Chip S. Park
Director of Sales, ALSCO

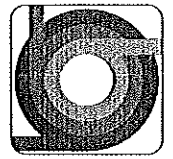
**Gutter coil and other coil sold by the pound will continue to be priced on a monthly basis.

Aleris Rolled Products, Inc. 1 Reynolds Road Ashville, Ohio 43103-0197 www.alscometals.com

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First American Resources Company



A **HUNOCO** Company

November 5, 2010

To our Valued First American Coil Customers,

During the past month the price of aluminum has risen sharply. We are therefore, announcing the following increases on our current prices:

Aluminum Trim Coil \$2.50 per roll
Aluminum Starter Strip \$3.00 per box

This will take effect with all orders placed on or after **November 29, 2010**.

We will accept orders based on normal ordering patterns for this time of year. All orders must ship within our normal time frame.

We very much appreciate your support and continued business. Please feel free to call your local representative or me at 800-327-2645, ext.3261.

Sincerely,

Jerry McKie
National Sales & Marketing Manager
First American Coil

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October 27, 2010

Manager
Best Distributing Company
PO Box 128
Goldsboro, NC 27533-0128

Dear Valued QE Customer,

There has been a continued rise in aluminum costs over the last several months. As a result, Quality Edge is announcing a price increase of 5% on all aluminum products and \$2.00/roll on aluminum trim coil. Gutter coil will continue to be priced at the time of shipment. This increase is effective on all orders placed on or after December 1, 2010.

Thank you for your continued support. If you have any questions, please contact Customer Service at 888-784-0878 or your Sales Representative.

Your partner in building the future,

Tony Rapisarda

Tony Rapisarda
Quality Edge, Inc.

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