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from
North America’s Largest Roofing Manufacturer”



1361 Alps Road, Wayne, NJ 07470

NATIONAL ANNOUNCEMENT **LOW SLOPE ROOFING PRICE INCREASE**

MARCH 1, 2011 PRICE INCREASE

January 4, 2011

Dear Customers:

Following a review of current key raw material costs, and the forecast for their continued escalation, GAFMC is announcing a price increase.

Effective March 1, 2011, there will be a price increase of **approximately 5% to 7%** on all asphaltic low slope roofing, all ISO products, and EverGuard® single ply membranes and accessory products. This includes both EverGuard® TPO & PVC products. The price increase will take effect with shipments on March 1, 2011, regardless of order entry date. As we approach March 1, we will communicate specific price increase amounts by product.

Should you have any questions concerning this increase, please contact your local Territory Manager or Regional Sales Director.

Thank you for your continued support.

A handwritten signature in cursive script that reads 'Chris Yeatts'.

Chris Yeatts
Vice President of Sales
Low Slope Systems