



March 3, 2011

NATIONAL ANNOUNCEMENT VENTILATION & SPECIALTY PRODUCTS

APRIL 3, 2011 PRICE INCREASE

Dear Customers:

Due to rapidly rising raw material costs, GAF is announcing a price increase.

Effective April 3, 2011, there will be a price increase of **5 - 12%** on ventilation and specialty products, including all turbines, metal/plastic static vents, power vents, whole house fans, rooftop accessories, metal and flexible ductwork and ornamental iron.

The price increase will take effect with shipments on April 3, 2011, regardless of order entry date. As we approach April 3, we will communicate specific price increases by product.

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.

A handwritten signature in blue ink, appearing to read "Keith Sanders", with a stylized flourish at the end.

Keith Sanders
Sr. Vice President

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