



PLAINTIFF'S EXHIBIT

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The Northeast Roofing Report

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Norwood, Massachusetts

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A MESSAGE TO CONTRACTORS

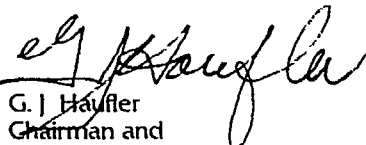
As many of you are aware, Bird Incorporated is undergoing some significant changes. We're making important product improvements, adding new state-of-the-art manufacturing equipment to our Norwood plant, and expanding our customer sales and service department. We've even changed the name of our company to Bird Incorporated to reflect our new, more revitalized sense of corporate direction.

All of these changes have been implemented with one purpose in mind, to better serve you — the contractor, our valued customer. We've renewed our commitment to make Bird the Professional Roofer's Choice — your choice.

We realize that your business depends on quality materials and workmanship and that you pride yourself on a job well done. We're dedicated not only to supply you with the best roofing materials available, but to assist you in making your business grow and prosper.

We encourage your comments and suggestions about Bird as we refine our business to continue to meet your important needs. We're committed to becoming partners with our customers — to help you make your business an even greater success. **THE NORTHEAST ROOFING REPORT** is only one step we've developed to maintain this important partnership and you'll be seeing more in the weeks ahead. We urge you to keep in touch with your local sales representative and, for our part, we promise to be responsive to your suggestions.

We're proud to be a part of your business. We look forward to working with you and to your continued support.



G. J. Hauffer
Chairman and
Chief Executive Officer

The Northeast Roofing Report is published to provide contractors with information about the roofing industry. For additional information on any of the items contained in this issue please contact Mark Linkous, Northeastern Division General Manager, (617) 361-8900.

BIRD 022029



- **Bird adds standard measurement fiber glass-based asphalt shingle to its product line — introduces WIND SEAL 80™.** In direct response to contractors' suggestions and needs and to continue to provide all customers with the finest roofing materials available, Bird Incorporated proudly announces the introduction of the new WIND SEAL 80 standard measurement fiber glass-based asphalt shingle.

The 12-inch by 36-inch shingle will be available beginning in late September and will offer the complete range of fiber glass benefits — an Underwriter's Laboratory Class "A" fire resistant rating, longer life than organic felt-based shingles, and a highly consistent product performance. The WIND SEAL 80 also features Bird's 20-year limited warranty, with two years full coverage up front. A Bird exclusive.

For more information about WIND SEAL 80, contact your local sales representative. Another way we're "Comin' on Strong" to make Bird the Professional Roofer's Choice.

- **Bird Shingles hold up to Class "A" fire resistance rating.** Staley McDermet of Staley McDermet Associates, Salem, MA, reports that his Bird fiber glass-based asphalt shingles made all the difference during restoration of the Joshua Ward House. A neighboring building, located only 12 feet from the Salem landmark, caught fire and became totally engulfed in flames — endangering McDermet's project.

"Intense heat and hot embers literally melted my roof," McDermet explains. "The fiber glass shingles took the brunt of the heat and formed a protective cover for the roof. The firemen told me a conventional organic shingle roof would have burned through to the building under those conditions. The Bird fire-resistant shingles saved me from serious trouble."

McDermet's experience can be a selling point for your customers. Be sure to remind prospective customers that fiber glass shingles not only have UL Class "A" fire resistant ratings, compared to Class "C" organic shingles, but they also carry a longer warranty — up to 30 years.

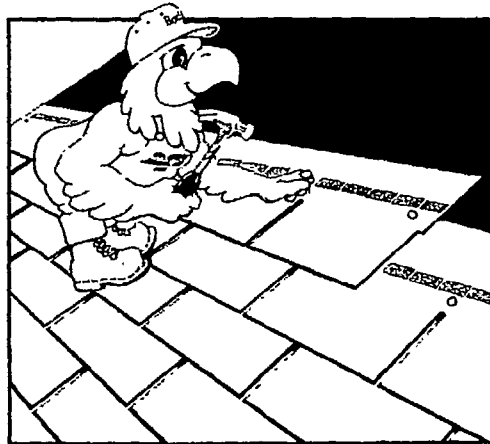
- **Bird's new reinforced tape-backing improves nail-holding power by 60 percent on complete line of fiber glass-based asphalt shingles.** How do you take advantage of this important feature? Nail it right — *never nail above the sealant stripe*. You'll find more information on this subject in Bird's new nailing campaign, which features packaging cartoons, T-shirts, contractor estimate forms and brochures. For a free nailing information package, contact your local Bird sales representative.
- **We want to meet you!** Tom Hartnett, Bird's new Director of Contractor and Builder Sales, is spearheading a campaign to contact contractors and discuss ways Bird can help you do business better. So far, Tom has personally talked to more than 50 contractors who are very interested in Bird's new product improvements — including dimensionally consistent shingles; the addition of special, reinforced tape-backing for 60 percent greater nail-holding power, improved sealing performance and wind resistance; development of a new tougher sealant material with 90 percent more coverage via realigned dots, and packaging improvements to provide easier handling.



- **Did you know . . .** Bird's Northeast roofing plant in Norwood, MA is the only roofing plant in the Northeast that manufactures its own granules. The plant produces standard and jumbo size granules from stone taken out of Bird's own quarry in Wrentham, MA. It can crush thousands of pounds of stone per day and fires the granules in a kiln of 900°F which bakes the pigment on.
- **Contractors' Business Tip:** Effective referrals often come from a professional in another trade. How many times have you as a roofer been asked by a homeowner to provide the name of a reliable painter, landscaper, carpenter, mason, etc? Exchanging business cards with another top-notch craftsman in a non-competing trade is a good way to increase your business visibility. You can recommend each other as opportunities arise and highlight your reputation as a Bird Professional Roofer.
- **Rick Berryman of CDF Corporation, White River Junction, VT, says, "Bird offers more sales support and sales aids than any other manufacturer in the industry."** The list of contractor sales aids available from Bird includes brochures, letterheads, billheads, calling cards, carpenter aprons and job signs. To obtain these materials, contact Vern Lovett, Bird's Northeastern Division Sales Service Manager, Bird Incorporated, East Walpole, MA 02032 or your local Bird sales representative.
- **The Fiber Glass Question of the Month:** What can be done to increase the sealing and nail holding power of fiber glass-based asphalt shingles?

Fiber glass-based asphalt shingles can be applied in all types of weather if they're nailed properly — nail it right. *Never nail above the sealant stripe.* By following that simple rule, roofers can take advantage of Bird's new reinforced tape-backing and get 60 percent greater nail holding power. Whenever possible, it is advisable to hand seal all shingles — fiber glass-based and organic — in extremely cold weather.
- **Bird School is remodeled — soon to be condominiums!** A gift to the town of Walpole, MA in 1920, the Bird School, located on Washington Street, is being renovated to contain 79 new condominium units in the original building and a cluster of new dwellings surrounding it. The project is being handled by Douglas A. King Builders, Inc. of No. Easton, MA and Phase I is scheduled for completion by October 15. The job also includes removal of the old Bird roof, Bird's Architect King Tab shingles, to make way for a new roof — featuring Bird's Firescreen fiber glass-based asphalt shingles.
- **Did you know . . .** Bird is the only fiber glass-based asphalt shingle manufacturer in the Northeast to offer an exclusive Up-Front shingle warranty — full coverage for the first two years on Bird's complete line of fiber glass-based asphalt shingles. The warranty then offers up to 28 years of prorated coverage.
- **Free literature package.** Bird offers a complete line of product and installation brochures to contractors, including a stuffer and spec sheet on Bird's popular Mark 80 Traditional and a spec sheet on the new 12-inch by 36-inch Wind Seal 80 fiber glass-based asphalt shingles. We'll be glad to provide you with a complete package. Contact Vern Lovett, Northeastern Division Sales Service Manager, Bird Incorporated, East Walpole, MA 02032 or your local Bird sales representative.

- **Maximize your on-site job visibility with a Bird contractor sign.** You're proud of your work so why not let people know who's doing the job and increase your potential business opportunities? Bird offers contractor signs that can be posted at any job site to highlight your company. The free two-foot by three-foot signs are available by contacting: Vern Loveitt, Bird's Northeastern Division Sales Service Manager, Bird Incorporated, East Walpole, MA 02032 or your local Bird sales representative.
- **Bird wants your opinions!** We're interested in product suggestions, marketing tips and other suggestions from any contractor. Send your comments to Harding Ounanian, Manager of Marketing Communications, Bird Incorporated, Washington Street, East Walpole, MA 02032.
- **The Northeast Roofing Report announces "Share-A-Tip."** Contractors are invited to submit unique roofing installation business tips and for each tip received, we'll send the contractor a free Bird T-shirt. Each issue we'll choose one tip to print along with the name of the contractor who submitted it. Send in your tip and receive a free T-shirt, write to: Harding Ounanian, Manager of Marketing Communications, Bird Incorporated, Washington Street, East Walpole, MA 02032.
- Bird is proud to introduce its new cartoon character in this issue of THE NORTHEAST ROOFING REPORT. He'll be making an official debut in Bird's *Nail It Right* Campaign — watch for him on shingle packages, in future issues of THE NORTHEAST ROOFING REPORT and other contractor programs.



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