

PLAINTIFF'S EXHIBIT

BIR-1078



Memo To: See Distribution

From: H. Ounanian- CD

Subject: COMMUNICATIONS UPDATE

Date: February 6, 1984

Along with the first Communications Update of 1984, we thought you might like to see a few of the items recently produced and distributed.

Enclosed is a brochure explaining our Roofing Contractor Seminar Workshops, now taking place in the sales territories throughout the Northeast Division and playing a starring role in the new Bird Contractor Development Program.

Also included are the January issue of the NORTHEAST ROOFING REPORT, a roofing contractor newsletter enjoying a circulation of nearly 8,000 names, and a press release naming Don Kent new promotional spokesperson for the Northeast Division. Don, the dean of New England weathermen, and who, in fact, accurately predicted the blizzard of '78, will write a column for the NORTHEAST ROOFING REPORT and will be available for print and broadcast interviews. Don is a very personable gentleman and working with him in 1984 will be fun.

If you'd like extra copies of the NORTHEAST ROOFING REPORT, additional brochures and press releases, or any of the Roofing Group's advertising and promotional literature, please stop by the Communications Department anytime.

DISTRIBUTION

All Bird Employees- Corporate,
East Street and Norwood locations

Encs.



News for release:

Your contact is:

Harding Ounanian

BIRD INCORPORATED DONATES NEW ROOF TO NORWOOD
HISTORICAL SOCIETY'S FRED HOLLAND DAY HOUSE

NORWOOD, MA, November 9, 1983 -- Bird Incorporated, a building materials manufacturer headquartered in East Walpole, MA, has donated more than 73 squares of fiber glass-based asphalt shingles for the Norwood Historical Society's Fred Holland Day House. The 100-year-old revival Tudor mansion is the only repository in the town of Norwood maintained for the purpose of collecting and preserving historical artifacts.

"We were getting fairly desperate because the roof was over 50 years old and leaking," said Patricia J. Fanning, president of the Norwood Historical Society. "It was really a godsend, in that we received the roof from Bird Incorporated so quickly."

-more-

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Located at 93 Day Street, the Fred Holland Day House has been placed on the National Register of Historic Places both because of its architectural distinctiveness and the valuable contributions in publishing and fine art photography Mr. Day made during his lifetime.

"Our own historical past is connected to Norwood; we have a fiber glass-based asphalt shingle manufacturing facility there," said George Haufler, chairman and chief executive officer of Bird Incorporated. "We were happy to assist the Norwood Historical Society in protecting and preserving Norwood's historical roots for our next generations. This is another example of Bird Incorporated's long-term commitment to this area."

To honor the donors, a special thank you reception for Bird Incorporated and the Women's Community Committee, who donated the cost of labor, is being planned by the Society in November at the Fred Holland Day House.

Founded in 1795 and headquartered in East Walpole, MA, Bird Incorporated is a manufacturer of building materials including fiber glass-based asphalt roofing shingles and vinyl siding, as well as specialized machinery for the process, pulp and paper industries.

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BIRD INCORPORATED ANNOUNCES

SPOKESPERSON PROGRAM FEATURING WEATHER EXPERT DON KENT

EAST WALPOLE, MA, January 18, 1984 -- Don Kent, the "dean of broadcast weather forecasting," has been named Bird Incorporated's weather expert.

Kent, who has predicted the weather longer than any other weatherman in the country on both radio and television, is well known throughout the Northeast for his incisive, accurate forecasts and friendly, deliberate style.

As a spokesman for Bird Incorporated, Kent will report on major storms of the region and discuss the effects of weather on lifestyles, homes and the building contractor's profession. He will write a monthly column for Bird's contractor newsletter, The Northeast Roofing Report, and will be available for print and broadcast interviews throughout the Northeast.

"I'm excited about being a part of the new Bird," said Kent. "Our discussion of weather in the Northeast should be of interest and importance to contractors."

- more -

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Don Kent/Page Two

Kent started his pioneering career in the weather broadcasting industry at a Quincy, MA radio station in 1947. He moved to WBZ radio in Boston in 1951, where he continues to broadcast after 32 years. He joined WBZ-TV in 1955 and served there until 1983. He is a qualified and professional member of the American Meteorological Society (AMS).

"We're glad to have Don's services as our weather expert," said Mark Linkous, general manager of Bird's Northeastern Division. "His reputation and outstanding credentials bring authority and credibility to an interesting subject and a major factor in our business -- the weather." Kent's activities are just one element of a comprehensive program of product improvements and services that Bird has instituted to maintain the Company's position as the Professional Contractor's Choice. The program is also designed to increase homeowner's awareness of the benefits of fiber glass-based asphalt roofing shingles.

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PREPARING FOR THE WORST: OL' MAN WINTER
CAN BE ROUGH ON YOUR ROOF

EAST WALPOLE, MA, November 9, 1983 -- Northeast winters take a heavy toll on the roofs of homes, but much of that damage can be avoided if homeowners make some basic checks before the weather gets too severe.

Most homes have roofs that are covered with some type of asphalt shingles. The first thing to do if you have an asphalt roof is check for wear. Also, look for missing shingles or shingle tabs and unsealed flashings -- the sheet metal that surrounds chimneys, vents, exhaust fans and sky lights.

If you detect a problem, it's wise to contact a professional roofing contractor now. Neglecting to repair damaged shingles and flashings can lead to more serious damage and costly repairs over the coming winter. If you delay, inclement weather may make it impossible for a contractor to work on your roof until next spring.

If your roof is 15 to 20 years or older, you may need an entirely new roof. A professional roofing contractor will be able to give you a free replacement cost estimate.

-more-

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"Homeowners who do need a new roof or have to replace shingles should consider fiber glass-based asphalt shingles," said James Jackson, Product Development Manager at Bird Incorporated, one of the largest building materials manufacturers in the Northeast. "Fiber glass-based asphalt shingles resist many of the problems associated with paper-based shingles -- expansion, contraction and rotting -- and they also have longer warranties and offer the best fire protection," he explained.

If you do not need a new roof, there are a few simple procedures that you or your professional roofing contractor can carry out to ensure that your roof keeps you safe and dry throughout the coming winter:

- 1) Be sure to sweep all debris from the valleys and edges where the roof meets the gutters. Leaves, pine needles and twigs are moisture collectors and they can wreak havoc on your roof over time, especially during the winter when the saturated debris will freeze on the shingle surfaces.

- 2) Inspect the flashing closely. If the plastic cement that seals the flashing to the shingles has deteriorated, it should be resealed.

- 3) Cut down any branches that are hanging near the roof that might cause damage during a severe, windy winter storm.

Remember, you'll find it much easier (and probably less costly) to reroof, make repairs or conduct maintenance procedures now, before it's too cold and too late.

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