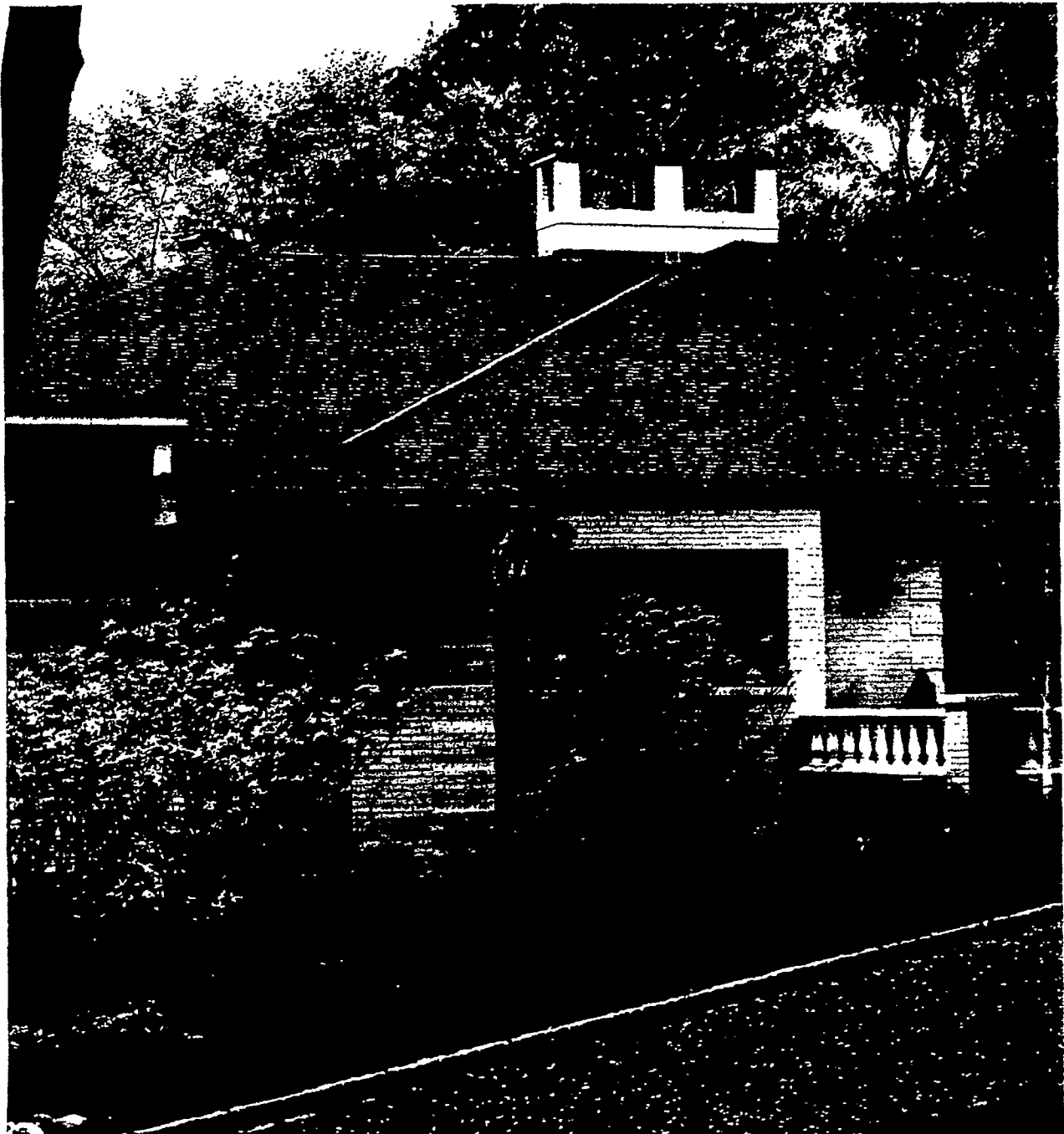


**NOW THE BEAUTY LASTS
LONGER THAN EVER.**

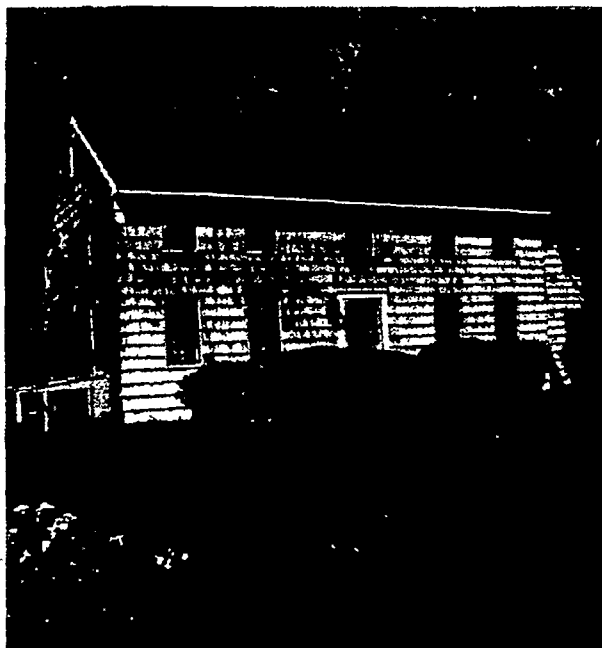
PLAINTIFF'S EXHIBIT

BIR-1152

NEW ARCHITECT® 80 FIBER GLASS ROOFSCAPES® BY BIRD.



**THE BEST SHINGLE MONEY
CAN BUY. AND THE BEST LOOKING.**



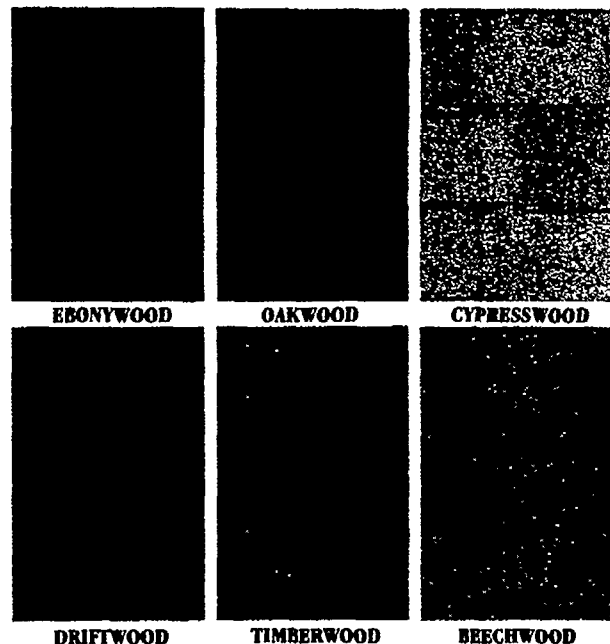
The new Architect 80 by Bird is so beautiful you'll be sold on looks alone. But there's an even more important reason to buy an Architect 80 Roofscape® for your home.

Because the Architect 80 is fiber glass based, it simply outlasts ordinary asphalt shingles. So the Bird fiber glass Roofscapes you buy today will look every bit as beautiful years from now.

Architect 80 is a laminated shingle, two full layers thick. Which gives it its generous heavyweight appearance. The random edged, custom-styled looks of Architect 80 create dramatic shadow lines that further enhance the architectural beauty of your home.

Architect 80 is simply the best shingle money can buy.

**ARCHITECT® 80 COMES IN SIX
NATURAL WOOD TONES.**



A careful choice of roof colors can make a truly dramatic statement of style. Bird has created six different color blends for Architect 80 to duplicate the warm tones of natural wood. Each was chosen to impart a slightly different mood.

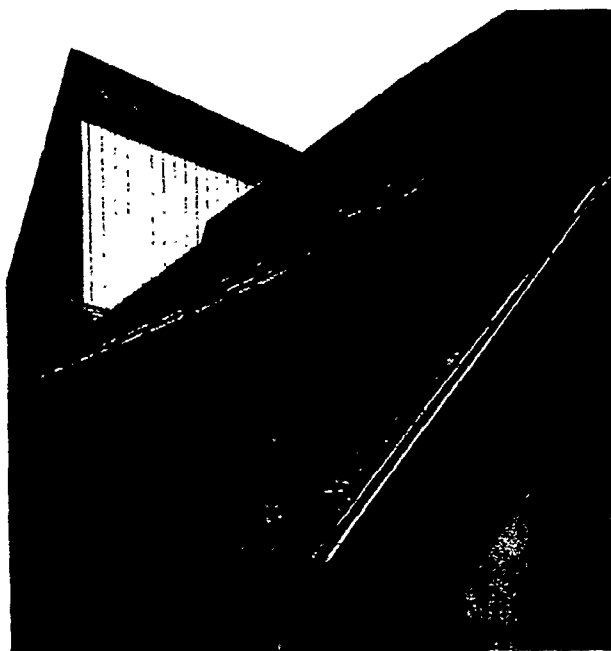
Architect 80, with the beautiful random edged, textured look comes in Ebonywood, Oakwood, Cypresswood, Driftwood, Timberwood and Beechwood.

WHY BIRD FIBER GLASS?

Bird Architect 80 shingles are based on a woven mat of super tough glass fibers. And since fiber glass is inorganic, Architect 80 is virtually impervious to dampness, moisture or mildew.

Ordinary organic shingles just don't have this natural immunity to these destructive forces. That's why they just don't last as long as Bird Architect 80.

**SUN, A ROOF'S WORST ENEMY, ACTUALLY
SEALS ARCHITECT 80 ROOFSCAPES.®**



Each Architect 80 shingle has earned the right to wear the coveted U/L class "A" fire resistant label in intense open flame tests. That's the highest rating that Underwriters Laboratories gives to any roofing shingle available today.

If you're considering a new roof for your home don't you pass up the opportunity to see the new Architect 80 fiber glass Roofscapes by Bird with our exclusive Up-Front Warranty.

Call your local Bird contractor or contact Bird & Son, East Walpole, MA.

Ask about the best shingle money can buy.

**WITH BIRD'S EXCLUSIVE
UP-FRONT WARRANTY.**

Every Architect 80 Roofscape® comes with 2-years full coverage up front! And it has a 25-year limited warranty.

That means if you have any problems with your new Roofscape in the first two years, the solution won't cost you a penny. Plus, you'll still have 23 long years of pro-rated coverage.

**ARCHITECT 80 CARRIES A U/L
CLASS "A" FIRE RESISTANT LABEL.**



To protect your Architect 80 Roofscape from the sun's harmful ultraviolet rays, we coat each shingle with an opaque layer of ceramic granules. Not only do these carefully selected ceramic granules protect, but also they give each Architect 80 Roofscape its own distinctive color.

But then we go beyond protecting your Roofscape from the sun. We actually harness the heat of the sun to thermo seal each shingle against fierce wind and driving rain.

And that's why Architect 80 wears the U/L wind resistant label. Underwriters Laboratories subjected Architect 80 to 60 mph winds. They passed the test with flying colors.



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HERE'S HOW WE MAKE ARCHITECT® 80 LOOK SO GOOD, AND LAST SO LONG.

Ceramic Granules. A uniform layer of durable ceramic-coated rock granules protect Bird fiber glass Roofscapes® from their worst enemy—the sun's ultraviolet rays.

Asphalt Coating. A thick asphalt coating with specially added hardeners gives lasting protection against the weather.

Fiber Glass Mat. Bird's inorganic fiber glass base is more dimensionally stable than an ordinary organic felt base, and it's more fire resistant.

