PLAINTIFF'S EXHIBIT

BIR-1083

Bird
Incorporated

Here's Why New Bird *WIND SEAL 80*™ Roofing Shingles are

more dependable and longer-lasting:

Easy-Handling 12" x 36" Size—Best for Recover Jobs

Can be Indexed (nested) for Faster Application

Reinforcing Tape for 60% Greater Nail Holding Power

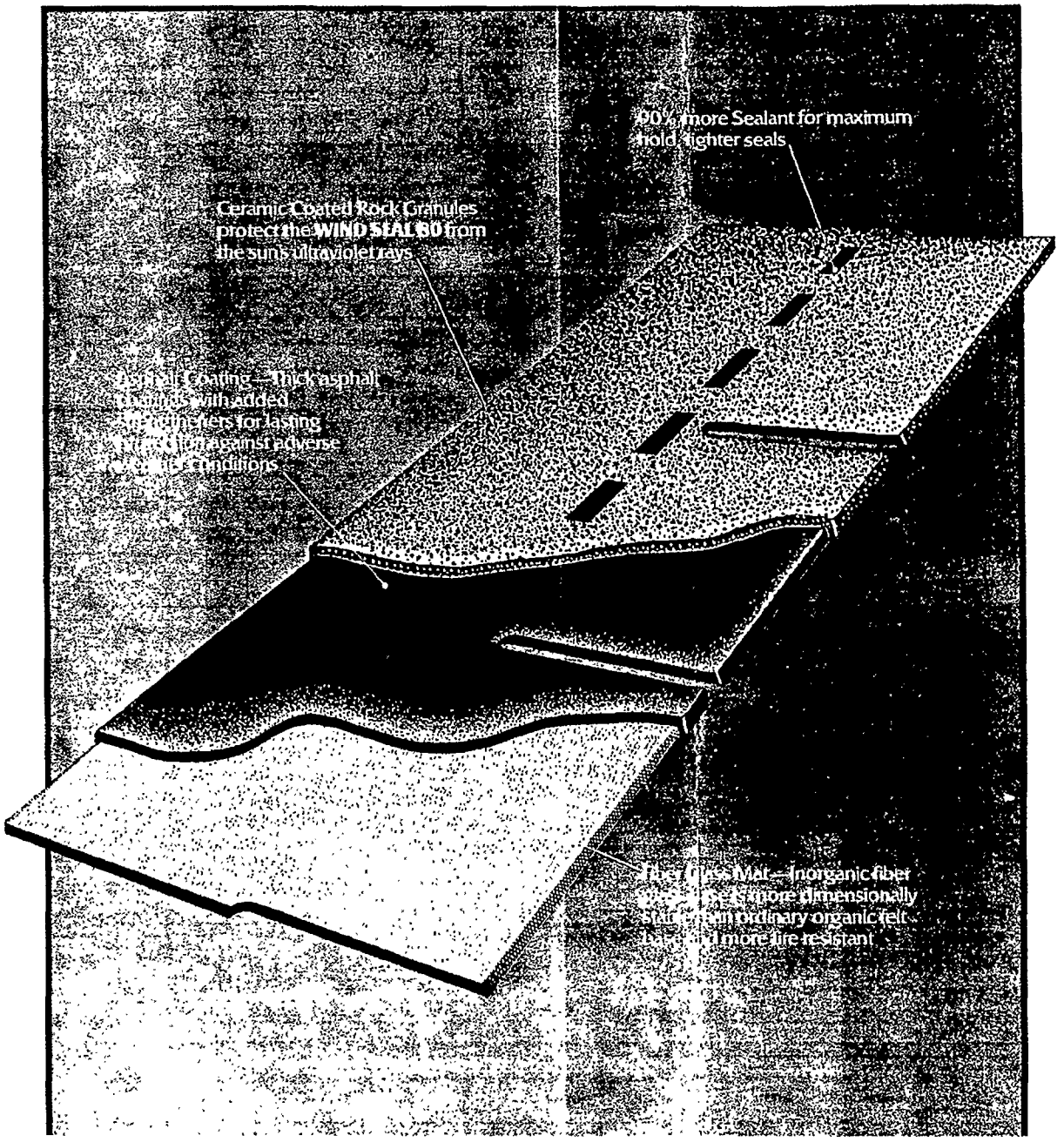
Precision Cut Tolerances to a Fraction of an Inch

Greater Sealing Power
- New Sealant Formulation for Faster Adhesion
- 90% More Sealant for Maximum Hold, Tighter Seals

Improved Handling Characteristics
- Newly designed fiber glass mat providing greater strength and superior handling characteristics on the job
- Shinglgard Wrappers for greater moisture resistance
- Inside Release Film Prevents Wrappers from Sticking to Shingles

U/L Class "A" Rating for Fire Resistance

Full Line of Attractive Colors



WIND SEAL 80

Roofing Shingles.

Roofing Professionals stake their reputation on the quality of the roofing products they use. At Bird, we want to be judged the same way. Powerful New **WIND SEAL 80**™ fiber glass-based asphalt roofing shingles—like all Bird roofing products—are manufactured to the highest standards of quality, reliability, dimensional accuracy, and ease of handling.

That's why we are fully confident in making ***The Bird Promise.***

We promise to manufacture Bird Roofing Products to only one uncompromising standard: technological excellence.

We promise that any Roofing Professional can confidently stake his reputation on the quality and long-wearing performance of New Bird **WIND SEAL 80**™.

We promise homeowners that when properly installed, New Bird **WIND SEAL 80**™ will provide a beautiful, long-wearing roof. And we back the performance of New Bird **WIND SEAL 80**™ with a powerful Warranty.



George Haufler
Chairman and Chief Executive Officer
Bird Incorporated

Bird Roofing Products—The Professional's Choice for quality, durability, beauty and reliability.

Bird Incorporated **Roofing Products**

THE PROFESSIONAL'S CHOICE

- **Quality**
- **Reliability**
- **Durability**
- **Beauty**
- **Customer Satisfaction**

Bird Incorporated **Roofing Products**

THE PROFESSIONAL'S CHOICE

Bird Incorporated, East Walpole, MA 02032

Protect Your Home with the Beauty of Bird

WIND SEAL 80

Fiber Glass-Based Asphalt Roofing Shingles

They're Made to Last!



BIRD 022102