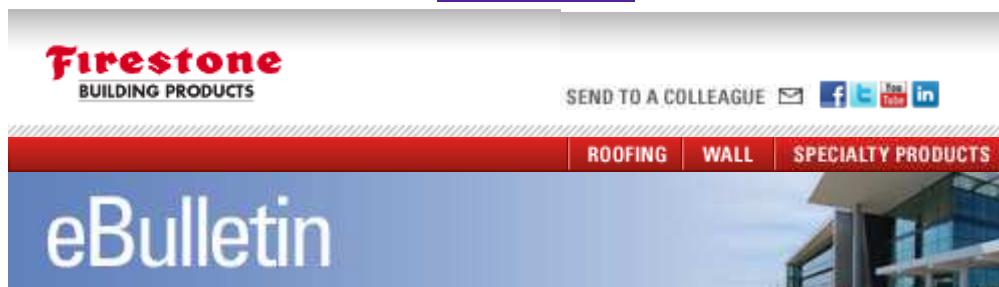


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## Price Increase Announcement

Due to the recent increase in material costs, the following price adjustments, impacting all polyisocyanurate insulation products including ISOGARD™ HD products, will go into effect April 1, 2014:

### PRICE INCREASE AND EFFECTIVE DATE

Product Line	Date of Increase	% Increase
<i>Polyisocyanurate Insulation products</i>	April 1, 2014	5%
<i>ISOGARD HD Products</i>	April 1, 2014	5%

- All orders received by March 10th and scheduled to ship by March 31st to qualify for the pre-increase price
- Pricing will be effective at time of shipment
- Existing quotes will be honored; however prices will not be extended
- Contractors should continue to make use of price escalators in their contracts to further protect themselves from unpredictable raw material volatility

We appreciate your continued support of Firestone Building Products. If you have any questions, please contact your local [Firestone Sales Representative](#) or Regional Business Manager.

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