

February 4, 2014

District: Carolinas

Dear James Hardie Partner,

Please note there are two important changes happening in your market.

Price Increase

On consideration of costs and shifting market dynamics, James Hardie will be increasing price on our exterior product lines by 0-8%, effective April 1, 2014. Specifics for your market(s) can be found on HardieLink; please remember to set the effective date for April 1 or later to see the new pricing.

To support our channel partners through this transition, an allocation equal to 130% of purchases from February & March of 2013 has been established. All customers can continue to place orders under the current pricing up until March 31 or until the 130% allocation has been reached, whichever comes first. All orders placed on Tuesday April 1st or later must be under the new increased pricing. Your specific allocation has been posted to your HardieLink account.

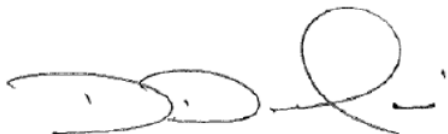
Rustic Grain HardieTrim® Boards

Primed HardieTrim® boards for HZ10® product zones will now be available with Rustic Grain texture, offering more design options. Rustic Grain HardieTrim® boards will be available beginning March 3, 2014. There will be no change to the trim offering for HZ5® product zones.

We appreciate your support throughout these initiatives. If you have additional questions or concerns, please refer to HardieLink or contact your local James Hardie sales representative.

Thank you for your business and we look forward to continued growth in 2014.

Sincerely,



David Donofrio
Director of Products and Segments