



February 15, 2010

Re: Atlas - Hampton, GA Plant Product Line Changes

Atlas Roofing Corporation is excited to announce the start-up schedule of the newly designed Pinnacle™ HP (High Performance) laminated shingle production at the Hampton, GA plant. The Pinnacle™ HP is scheduled to begin production in April, 2010. The Pinnacle™ HP will have a 6" weather exposure, compared to most laminates with 5 5/8" exposures, and will be 40" long, creating a very esthetically pleasing look. This new, larger, size will add an attractive dimension to the large roof designs which are so prevalent today and greatly simplify the shingle installation. Only 60 Pinnacle™ HP shingles will be needed to install 1 square of coverage (vs. 63 to 80 commonly needed). The installation lay-up lines and calculations will all be in simple, full inch measurements when installing the Pinnacle™ HP – no more "funny math" on the roof.

Watch for a lot more information to come about the Pinnacle™ HP shingle from Atlas.

With the introduction of the Pinnacle™ HP product to be made at the Hampton, GA plant, the Chalet™ line of shingles will be discontinued, following the recent discontinuance of the Stratford shingle. The Hampton plant will continue to produce the GlassMaster™ 25 3-tab shingle product line.

While the Chalet™ shingle has been a very successful product for many years, the market demands for true laminated shingles continue to grow. The future for Atlas and our customers is best served with innovative shingle designs like the Pinnacle HP design along with the existing, distinctive, Pinnacle™ 35 and StormMaster™ LM – as well as the new, highly successful, StormMaster™ Slate, large format slate look shingle design.

The existing Pinnacle™ 35 product line will continue to be produced, unchanged, by the Meridian, MS, Daingerfield, TX and Franklin, OH Atlas plants.

New orders for the Chalet™ line will be curtailed, as of today, to make way for the Pinnacle HP production.

Existing Chalet™ orders will be filled to the best of Atlas' ability and ongoing jobs will receive first considerations.

Thank you for your support through our efforts to continue to provide you with quality Atlas products.

Sincerely,

Ed Todd
Director of Product Management
Atlas Roofing Corporation