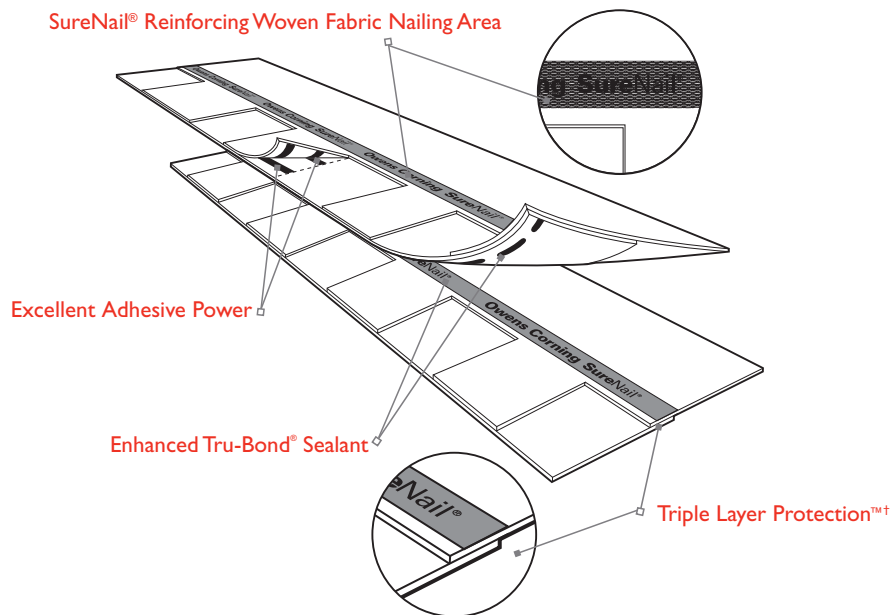


TALKING POINTS

TruDefinition™ DURATION® SERIES SHINGLES

with New SureNail® Technology



FEATURES AND BENEFITS

New SureNail® Fabric Strip

Provides a selling advantage offering tangible product differences

- A tough woven engineered reinforcing fabric for the nailing strip.

Promotes fast, easy and consistent nail gun fastening

- A reinforced nailing area that promotes easy, fast, and consistent nail gun fastening.

Excellent lay flat

- These new features help improve the speed of quality installation and maintain the lay flat characteristics of the current Duration® Series product line.

Triple Layer Protection™

Excellent fastener holding power

A unique “triple layer” of reinforcement when the new *SureNail* fabric overlays the common bond of the laminate layers.

Blow-Through Resistance

Can result in less call backs

Ongoing contractor feedback** has told us that setting new industry benchmark standards for blow-through resistant shingles would be a highly valued attribute.

Nail-Pull Resistance

Resists forces that can tear the shingle away from the nail

Contractors who have installed the new *SureNail* Technology design were very positive about the product enhancements with most rating the new *SureNail* Technology as a feature that allows the shingles to be clearly the best at resisting forces that could tear the shingle away from the nail.**

Enhanced Tru-Bond® Sealant

Grips tightly to the engineered fabric strip below

An enhanced sealant formula that, in combination with the new *SureNail* strip, provides superior adhesion.

New Sealant Configuration

Easy shingle separation from the bundle

A new sealant configuration that means less sticking in the bundle and easier removal of shingles from the package.

TruDefinition™ Aesthetics

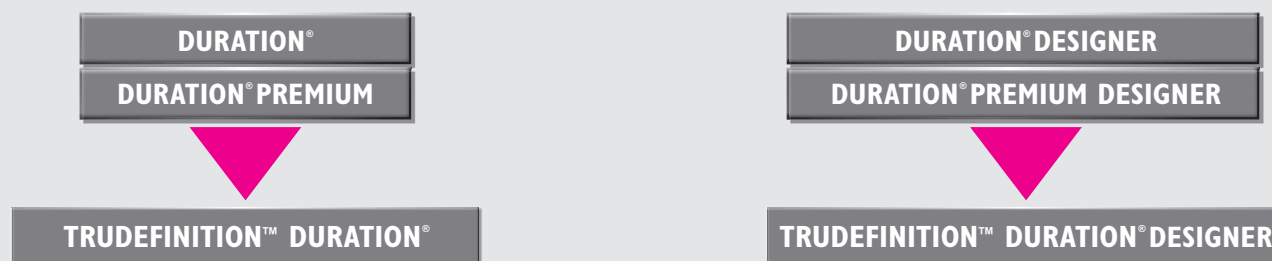
More lively colors, enhanced curb appeal

A high end premium look that gives homeowners the bold and lively aesthetics they desire at an attractive price.

Frequently Asked Questions

What are the key changes to the Duration® Series product line?

As of February 1, 2012, we're streamlining our *Duration* and *Duration Designer* family of products from 4 to 2 shingle lines:



As a result, both *Duration Premium* and *Duration Premium Designer* product lines will be discontinued. Given the *Duration Series* Shingle line has a Limited Lifetime Warranty,* customers will benefit by having these premium color blends at this attractive price point. In addition, two new designer colors will be added to the *TruDefinition Duration Designer Colors Collection* product line.

Are current *Duration* products mixable with new *TruDefinition Duration* products?

No.

Will wrappers change?

Yes, new graphics on the wrapper along with the “*TruDefinition*” designation to help insure that the products are not intermixed with old.

What does the term “*TruDefinition*” mean?

TruDefinition is the term we use to describe our enhanced aesthetics on the *Duration Series Shingle* platform. This is achieved by taking a look similar to that of current *Duration Premium* and *Duration Premium Designer* Shingles and putting it on *Duration* products. It's offering the high-end appearance the market desires at a more affordable price point the market wants.

What do you mean by “*TRIPLE LAYER PROTECTION*™?”

In the nailing zone, the reinforced fabric acts as a third layer of protection when it overlays the 2 layers of shingle in the common bond area. This triple layer of protection offers excellent fastener holding power.

Where in the nail zone do you have *Triple Layer Protection*?

By design, *Triple Layer Protection* should be realized in about 85% of the *SureNail* strip or nailing zone. Due to manufacturing variations, you will from time to time, encounter shingles with less or more than this amount of *Triple Layer Protection*. Understand that in these limited cases, these shingles are not defective and are guaranteed to perform in accordance to our claims and warranties.

If a contractor nails in the *SureNail* zone but doesn't hit a common bond area is the installation still in warranty?

As long as the fastener is in the *SureNail* nailing strip, and is not on a mansard application, the shingle will be properly applied.

How did you enhance the sealant?

The “enhanced sealant” formula on new *TruDefinition Duration* products represents a formulation advancement that gives the material higher strength. This sealant, in combination with other elements of our shingle technology, allows for better bonding and resistance to high wind events.

Will the enhanced sealant make repair jobs more difficult?

Our testing shows the products are repairable and should be no more difficult than existing *Duration Series Shingles*.

Why are you going from solid to dashed sealant line?

Contractors have told us that they want the peace of mind of excellent shingle bond strength with a minimum of instances of bundle sticking. Our new enhanced sealant along with the dashed bead configuration allows the best of both worlds—excellent bond strengths and easy removal from the package; great performance while enabling installation speed.

In terms of handling, is there anything difficult about *TruDefinition Duration Shingles* with new *SureNail Technology*?

The woven fabric tape is thicker and tougher than the old *SureNail Strip*. It is advisable to ensure that all cutting devices are sharp and there is a slightly quicker motion when pulling the roofing knife through the shingle. Using a consistent motion to cut through the shingle and the fabric is the best way—avoiding an upward motion.

* See actual warranty for complete details, limitations and requirements.

** Owens Corning Roofing & Asphalt “Voice of the Customer” research January, 2011.

† This illustration depicts *Triple Layer Protection* and the amount of *Triple Layer Protection* may vary on a shingle-to-shingle basis.

Owens Corning Roofing And Asphalt, LLC.

Printed in U.S.A. December 2011. THE PINK PANTHER™ & ©1964–2011 Metro-Goldwyn-Mayer Studios Inc. All Rights Reserved. The color PINK is a registered trademark of Owens Corning.

©2011 Owens Corning.