



Price Increase Announcement

Due to volatility in the world markets impacting the supply of key petrochemical raw materials used to produce roofing products, Firestone must announce a price increase on our Firestone UltraPly™ TPO membrane and accessories, as well as all asphalt-based products.

Price Increase and Effective Date

Product Line / Date of Increase / % Increase

UltraPly TPO Membrane & Accessories / March 1st, 2013 / 5-7%

Asphalt-based products / March 1st, 2013 / 8%

- *Orders must be received by February 19th and scheduled to ship by February 28th 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.

Firestone Roofing Systems

THE MOST COMPLETE PRODUCT LINE OF THE INDUSTRY



