

MARKETING BULLETIN

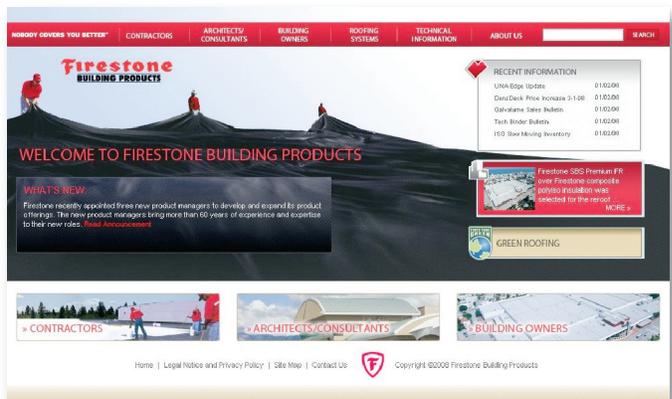
To: Firestone Licensed Contractors
Firestone Distributors
Firestone Sales Representatives

Date: February 11, 2008

Re: Firestone Launches Revitalized Web Site

Firestone Building Products is pleased to announce the recent launch of the revitalized U.S. Roofing Web site at www.firestonebpc.com. With a fresh new visual look, the site includes several new features including:

- **More ways to find information faster.** An easy-to-use top navigation bar features a search tool that is accessible throughout the site. Under the navigation bar on each sub page, 'breadcrumbs' help track your progress through each section. A site map located within the footer at the bottom of each page provides an overall outline of the site.
- **Modified home page** includes recent announcements, Firestone Features highlighting different roofing system installations, and an updates listing.
- **Recent Information** listing on all pages giving quick access to updated technical and product documents.
- **Customized sections** for **Contractors**, **Architects/Consultants** and **Building Owners**. Home page of each section features tailored information, listing of recent document updates and Firestone Features.
- **Enhanced Contractor home page** includes Firestone-licensed Contractor login, quick links to product-specific pages, e-bulletin sign up, and other relevant and timely information. As before, the Firestone-licensed contractor login provides access to the PIN Entry System, QIR Report, Quality Points and Red Shield Clothing Points, and the Merchandise Catalog.
- **Updated Roofing Systems** section provides new Metal Roofing System product information, as well as information on all Firestone roofing systems and accessories.
- **New Technical Information** section offers quick links to Firestone's complete literature selection, MSDS, Product/Price Lists, TIS and the comprehensive Technical Database.



Additional site enhancements will launch throughout the year, including green product indicators, a Firestone Feature gallery displaying all projects organized by roofing system, new Master Contractor resources, and more.

As your trusted partner in the commercial roofing industry, we hope these recent and future changes will help in your search for quality Firestone product information and news.

Sincerely,

Kelly Barrett, Director of Marketing

Firestone
BUILDING PRODUCTS COMPANY