



"Quality You Can Trust Since 1886... from North America's Largest Roofing Manufacturer"

Dave Harrison, Sr. VP
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April 25, 2008

Armstrong Installation Service
Arthur Levine
4575 San Pablo Ave
Emeryville, CA 94608

Dear Arthur Levine:

Congratulations – You Won All Three!

We are pleased to inform you that you are one of only seventeen Master Elite™ Contractors in the country to win all three of the 2007 Excellence Awards! This achievement proves that you are truly "the best of the best" and that you are committed to quality, service, and training.

Items to commemorate the achievement...

The following items are enclosed and are designed to help you promote your achievement:

- *Handsome plaques...*for each award to display on your wall
- *Announcement letters...*to share with clients and includes an "all three awards" announcement
- *Press releases...*to send to your local newspaper and includes an "all three" release
- *Awards advertisement...*award winners will be displayed on the back cover of the July edition of *Roofing Contractor*. If you are interested in a complimentary subscription to *Roofing Contractor*, please call Jill Nash, Publisher, directly at (248) 244-6253.
- *Excellence Award golf shirts...*to help promote your achievement in the field. Please see paragraph below on details to order your shirts.

2007 Master Elite™ Excellence Award golf shirts...

As a further benefit we are offering up to five (5) free Master Elite™ Excellence Awards golf shirts per contractor that your Team can wear with pride. To order your shirts, please call the Certified Contractor hotline at (888) 532-5767, option 3 by August 31, 2008 and we will be happy to send them to you.

Need help with your press release?

If you would like help placing your press release, please email Diane Gola, GAF Public Relations Coordinator, at dgola@gaf.com. She would be happy to help.

Thank you for your commitment to excellence...

The Master Elite™ Excellence Awards give us the opportunity to officially thank those contractors that have truly separated themselves from the pack. We appreciate your business and your participation as a Master Elite™ Contractor. We are very proud to be associated with your company!

Sincerely,



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Armstrong Installation Service Wins All Three 2007 Excellence Awards!

Armstrong Installation Service is one of only seventeen contractors in the country to win all three 2007 Master Elite™ Excellence Awards which include...

- *Consumer Protection Excellence*
- *Training Excellence*
- *Installation Excellence*

Armstrong Installation Service achieved this goal by their commitment to superior quality and continuous improvement. Armstrong Installation Service is truly focused on providing great quality and service to their customers.

We at GAF-Elk are very proud to have Armstrong Installation Service as a Master Elite™ Contractor and we appreciate their commitment to their customers!

