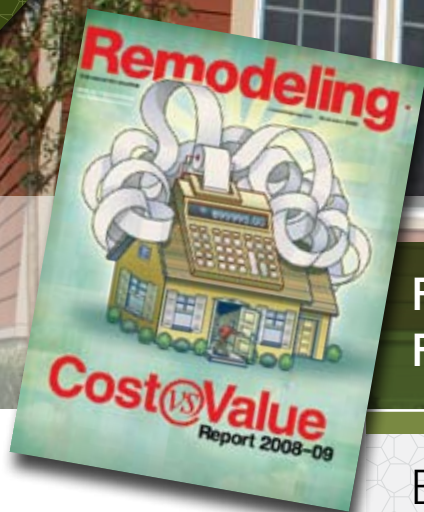


**#1 Return
on Investment**



Names "Upscale" siding
Your #1 Investment
- Remodeling Magazine

For 4th year in a row, Residing Your Home with James Hardie Fiber Cement is the #1 Return on Investment

Boost the Value of Your Home with James Hardie Siding

The Pros Know

There are many other projects you can tackle, but only residing with fiber cement gives you the best return on your investment 4 years in a row.

- Residing with fiber cement gives a 31% better return than adding a bathroom and costs \$61k less to complete
- Minor kitchen remodel gives you a 10% less return on investment than residing with fiber cement
- Adding a second story addition nets you 23% less return on investment than fiber cement residing

Remodeling magazine is the industry's leading home improvement magazine. Since 1988, Remodeling magazine's Cost vs. Value Report has compared construction costs for common remodeling projects with the value they add to a home at resale in the current real estate market. The results — upscale siding projects using fiber-cement return the highest value at resale.

Reside with James Hardie Fiber Cement Siding— The Best Choice.

Project	2008 Rank	2007 Rank	2006 Rank	2005 Rank
Siding Replacement - Fiber Cement	1	1	1	1
Mid Range Bathroom Remodel (Update an existing 5' x 7' bathroom)	11	6	4	2
Minor Kitchen remodel (replace wall oven and cook top with energy efficient models)	5	3	7	3
Two-Story Addition (Add a first-floor family room and a second-floor bedroom with full bath)	16	10	6	5

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#1 Return on Investment

A Smart Investment



Recognizes James Hardie CEO, Louis Gries, in 50 Most Influential People in Building
- *Builder magazine*

- Louis Gries, CEO of James Hardie, recognized among 50 most influential people in the building industry, for "literally having changed the face of housing with it's well loved noncombustible, low maintenance products."

- *Builder magazine*

- James Hardie listed as Building Materials "Maker" in *Forbes*
- *Money* magazine singles out HardiePlank® siding as a great value; a smart investment that delivers on durability

- Smart Money magazine lists James Hardie in Smart Fiscal Sense feature

- #1 Quality Exterior Lap Siding Product for the past nine years. *Builder* 1998-2007



Lists James Hardie in Smart Fiscal Sense feature
- *Smart Money magazine*

- James Hardie siding is featured on over 20 Southern Living, Coastal Living and Sunset magazines Idea Houses. And on over 30 Houses on ABC's Extreme Home Makeover.



Singles out HardiePlank, "it delivers on durability"
- *Money magazine*



Names fiber-cement siding Your #1 Investment
- *Remodeling magazine*



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