

Dear Valued Partner,

We wanted to share some great news with our partners.

It's official, for the fourth year in a row, siding your home with James Hardie Fiber Cement gives homeowners the #1 Return on Investment.

The annual Cost Vs. Value report for 2008-2009 from Remodeling Magazine was released recently and it proves that residing with upscale fiber cement siding beat out adding a bathroom or second story, or even a kitchen remodel for adding value to a home.

- 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 siding

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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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. This is the 4th Year in a row that fiber cement has come out on top.

Even the Wall Street Journal substantiates these results. The Wall Street Journal Complete Homeowners Guide Book says **“Sub Zeros are nice, but if you really want to get the most bang for your buck - 88% - go with the fiber-cement siding.”***

This story has been picked up by several press outlets (see below), making consumers aware that James Hardie is a good remodeling investment. This is great news for our Replacement Contractor Partners. James Hardie Siding products offer a true value for Builders and Home Owners, especially when they are looking to add value in a challenging market.

