

The background of the advertisement is a close-up of horizontal siding. The left half of the image shows dark grey vinyl siding, while the right half shows light grey fiber cement siding. Three small orange circles are positioned at the top of the image. Two grey arrow-shaped boxes point towards each other in the center, each containing text. At the bottom, a large text statement is displayed.

Mastic® Premium
Vinyl Siding

James Hardie®
Fiber Cement

THESE ARE THE FACTS
YOU DECIDE

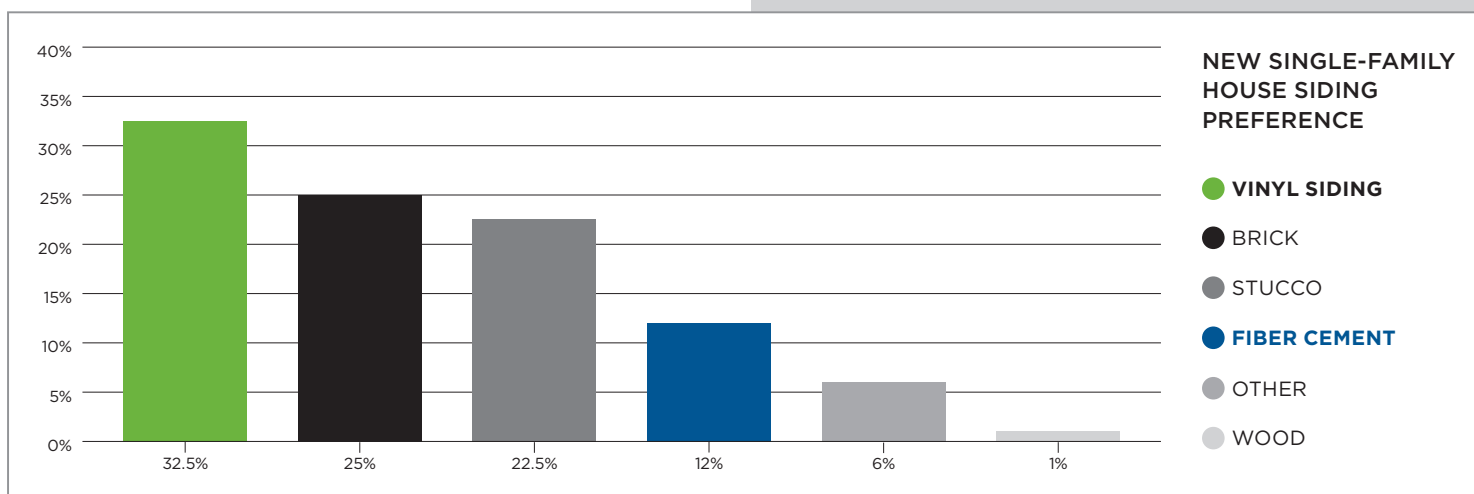
Mastic Premium Vinyl Siding

HEAD TO HEAD PREFERENCE

James Hardie Fiber Cement

Vinyl siding is the **#1** choice of homeowners in the U.S. for exterior cladding*, according to the U.S. Census Bureau

Fiber cement is the **#4** choice of homeowners in the U.S. for exterior cladding*



* Source: 2008 New single-family house siding preference. Source: http://www.vinylsiding.org/about_siding/alternatives/index.asp (Nov. 1, 2010)



- Contractors prefer vinyl siding because it's easier to handle, store and install
- Presents no health hazards to install

With Mastic Premium Vinyl Siding, homeowners purchase American-made products from an American-owned company



- Fiber cement can be more difficult to work with
- It is very heavy and requires special equipment to move, and can add thousands of pounds to a typical house
- Wearing a mask is recommended to prevent inhalation of silica dust, which can cause silicosis and increase the risk of lung cancer**

** Source: www.jameshardie.com/pdf/msds-exterior-medium-density.pdf (Nov. 1, 2010)

With James Hardie products, homeowners purchase from James Hardie Industries SE, a European holding company***

*** Source: www.ir.jameshardie.com.au/jh/about_us (Nov. 1, 2010)

Mastic Premium Vinyl Siding

HEAD TO HEAD DURABILITY

James Hardie Fiber Cement

- Backed by a V.I.P. Limited Lifetime Warranty
- Limited fade warranty



- Color runs throughout the panels
- Never needs touching up



- 15-year color warranty*
- Warranty does not cover mold, mildew or color fade*



- Color finish is only on the exterior
- May scratch and chip from things like lawn mower debris, which must be touched up with paint

* Source: www.jameshardie.com/homeowner/helpsupport_warranties.shtml (Nov. 1, 2010)



Mastic Premium Vinyl Siding

HEAD TO HEAD MAINTENANCE

James Hardie Fiber Cement

Never needs painting, sealing or caulking

- Primed or unpainted fiber cement must be painted (and periodically repainted) which adds cost and labor
- Some products can be ordered with a colored finish but are only covered by a 15-year warranty
- Seams require caulking and periodic re-caulking to prevent water damage
- If the finish is not maintained, it can absorb moisture, crumble and delaminate



Mastic Premium Vinyl Siding

HEAD TO HEAD INSTALLATION

James Hardie Fiber Cement

Panels are engineered to lock tight and install straight



- Nail hem ensures nails are correctly positioned and panels are securely attached



Every Mastic vinyl siding panel uses an engineered hanging system for a secure and uniform installation, panel to panel and wall to wall.



Mastic installers can be certified by the Vinyl Siding Institute so homeowners have confidence their siding will be installed correctly



Independently tested to withstand impacts from standard installation methods



Mastic vinyl siding is installed without the need for on-site finishing

Panels don't connect to one another so just one uneven lap can create unsightly gaps and allow moisture behind the siding



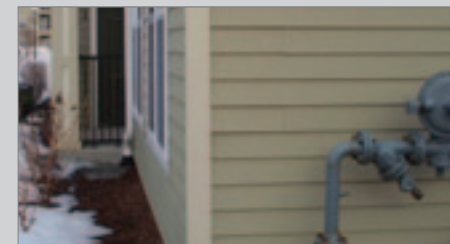
- Installed by nailing through the panels. (Certain areas have building codes that require unsightly face-nailing.)
- Over time, nails can loosen and panels may lift away from the wall, such as in areas with high winds



James Hardie fiber cement doesn't offer an independent certification program for installers



Can split, crack or splinter when hit with a hammer or nail gun



Requires caulking at corners and any cut edges. Nicks and scratches require touch up with paint

Mastic Premium Vinyl Siding

- Easy and safe to install
- Doesn't require special tools or masks

The *Material Safety Data Sheet* for Mastic vinyl siding states, "Not hazardous under recommended conditions of use." And goes on to say that it "... does not pose any health hazard under normal conditions of use"

BREATHE EASY



HEAD TO HEAD HEALTH RISKS

James Hardie Fiber Cement

- Requires special cutting tools and respirators to prevent inhaling silica dust**
- Exposure to fine particles of silica has been shown to cause silicosis, a serious and sometimes fatal lung disease*

* Source: Controlling Silica Exposures in Construction, Pg 7, Occupational Safety and Health Administration 3362-04, 2009, (Nov. 1, 2010)



The *Material Safety Data Sheet*** for James Hardie fiber cement warns "repeated and prolonged overexposures to dust containing crystalline silica can cause silicosis (scarring of the lung) and increases the risk of bronchitis, tuberculosis, lung cancer, renal disease, and scleroderma..."

** Source: http://www.jameshardie.com/homeowner/improveYourHome_articlesResources_technicalDocuments.shtml (Nov. 1, 2010)



Mastic Premium Vinyl Siding

HEAD TO HEAD ENVIRONMENT

James Hardie Fiber Cement

Does not require removal of existing cladding unless it is damaged or rotted



Mastic vinyl siding contributes points towards green building programs and is green-approved by the NAHB Research Center

The NAHB Research Center Green Approved mark indicates that a product is eligible for points toward national green building certification. visit www.greenapprovedproducts.com for more details



No painting, sealing or caulking means no volatile organic compounds (VOCs) added to the environment

To be warranted, James Hardie requires existing cladding and trim be removed, which can release dust and paint particles (possibly lead-based) into the air



James Hardie fiber cement is not green-approved by the NAHB Research Center



Sealing, painting and caulking may release hazardous chemicals such as VOCs into the environment



Mastic Premium Vinyl Siding

HEAD TO HEAD ENERGY

James Hardie Fiber Cement

A Mastic insulated vinyl siding panel has an R-value* of up to 3.0 and will increase the R-value of exterior walls, even with existing cavity insulation

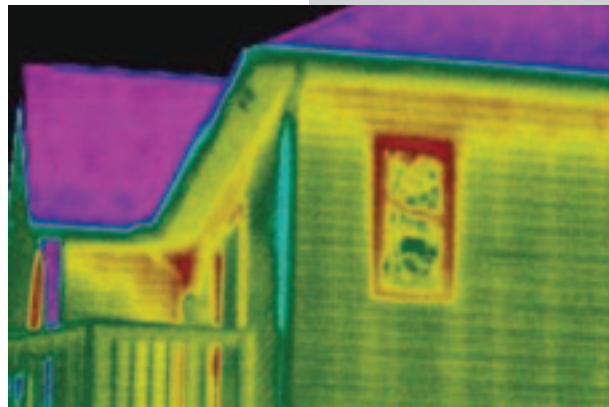
*R means resistance to heat flow. The higher the r-value, the greater the insulating power.

Fiber cement has an R-value of 0.15* and does not have significant insulation properties

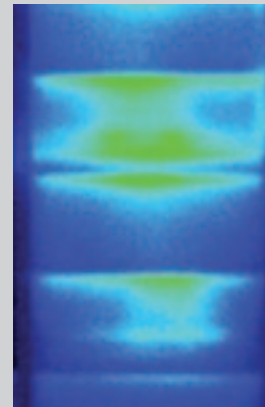
* Source: www.jameshardie.com/builder/pdf/ner-405.pdf (Nov. 1, 2010)



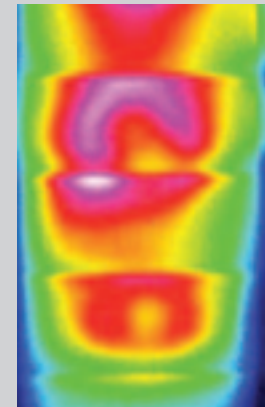
Nearly 25% of your home's wall surface is made of studs that can't be insulated¹



Thermal bridging through the studs, corner framing and top of the wall is revealed with an infrared camera²



Insulated Siding



Fiber Cement

- Because of “thermal bridging”, just insulating between the studs leaves much of your wall system without adequate insulation
- Mastic Structure® EPS Insulated Siding covers the entire wall with a blanket of insulation

- The natural properties of fiber cement will transfer heat through the panel
- Look above at the thermal image of a side-by-side heat box test³. The fiber cement is significantly hotter than the vinyl siding, indicating increased heat loss

¹The Building Science Corporation, Guide to Insulating Sheeting, Research Report-0501 2005 by Joseph Lstiburek & Peter Baker.

²Side-by-Side, All Siding Isn't Created Equal, Page 4, by Insulated Siding with Fullback Technology™, Progressive Foam.

³Ibid Page 3

Mastic Premium Vinyl Siding

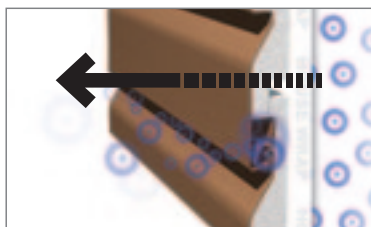
HEAD TO HEAD WEATHERABILITY

James Hardie Fiber Cement



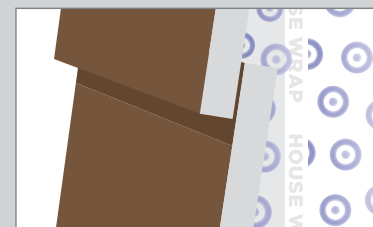
Mastic premium vinyl siding cannot absorb or hold water

Every panel of Mastic premium vinyl siding is carefully engineered to drain away from your home's exterior any moisture that may get behind the panels

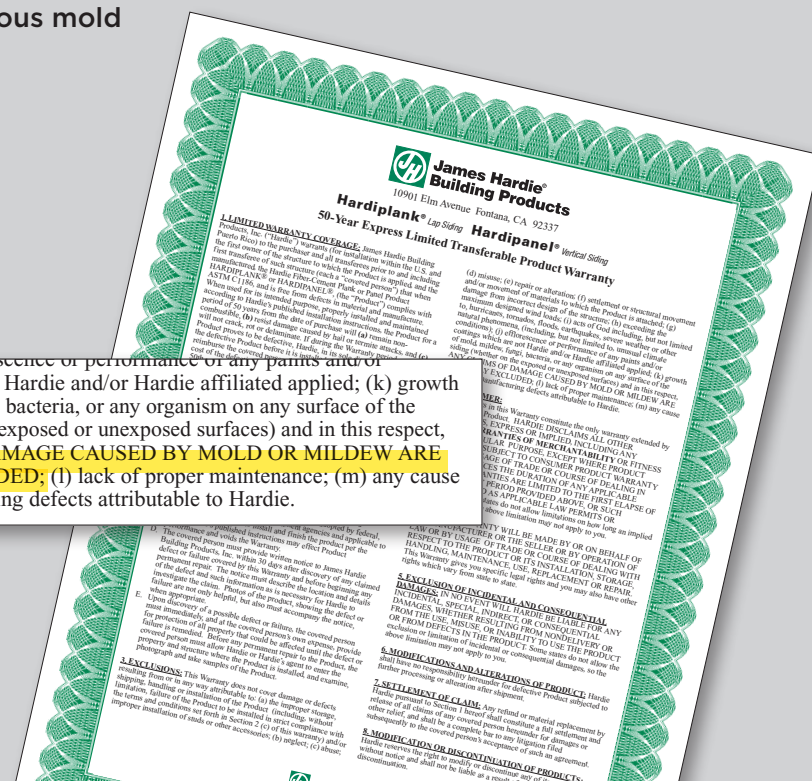


Fiber cement's exposed areas (nicks, scratches, cracks and cut edges) can absorb and hold water

Fiber cement planks are not engineered to manage moisture from inside the home; any moisture that is behind fiber cement panels can get trapped in the wall, and moist environments can harbor dangerous mold



conditions; (j) efflorescence or performance of any paints, stains or coatings which are not Hardie and/or Hardie affiliated applied; (k) growth of mold, mildew, fungi, bacteria, or any organism on any surface of the siding (whether on the exposed or unexposed surfaces) and in this respect, **ANY CLAIMS OF DAMAGE CAUSED BY MOLD OR MILDEW ARE EXPRESSLY EXCLUDED;** (l) lack of proper maintenance; (m) any cause other than manufacturing defects attributable to Hardie.



Mastic Premium Vinyl Siding

HEAD TO HEAD WARRANTY

James Hardie Fiber Cement



Every panel of Mastic vinyl siding is backed by a VIP Limited Lifetime Warranty, regardless of the climate, region or state in which it is used

- All Mastic siding and accessories are covered under one simple warranty



Mastic vinyl siding is tested and certified for color hold. It is warranted against excessive color fade for the life of the original owner



- The original owner of Mastic vinyl siding receives the same warranty the entire time they live in the house – 100% coverage for life



The James Hardie fiber cement warranty may be voided for many reasons*:

- *Installing the wrong color in a climate deemed unsuitable by James Hardie*
- *If the owner uses a primer or paint not approved by James Hardie*
- *If James Hardie fiber cement panels are not stored or transported according to their special guidelines – something that may be unknown to you until after it is installed on your home*

- James Hardie fiber cement siding and accessories are covered under a variety of different warranties with different terms and conditions*
- The panel may be covered by one warranty, the factory finish by another and the weather barrier by another



James Hardie's 15-year Color Plus warranty coverage is reduced by 6.67% each year after the first year, and continues to be reduced until there is no warranty*



- James Hardie's Hardiplank® fiber cement starts with a 50-year warranty, but the warranty payment is reduced by 2% every year after the first year until there is no warranty; If you have a claim in year 10, you will only be entitled to 80% of the value*
- James Hardie recently reduced the duration of their warranty on some products from 50 to 30 years

Mastic Premium Vinyl Siding

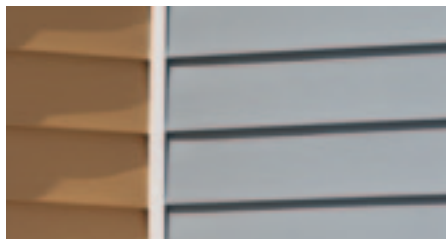
HEAD TO HEAD COLOR

James Hardie Fiber Cement



- Mastic vinyl siding never needs painting
- Since the color is throughout the panel and is not a painted coating, it won't peel, blister, check or craze like painted surfaces

Mastic vinyl siding requires no additional finishing or sealing once it is installed



Mastic vinyl siding is certified through a third-party program sponsored by the Vinyl Siding Institute to keep its color over time

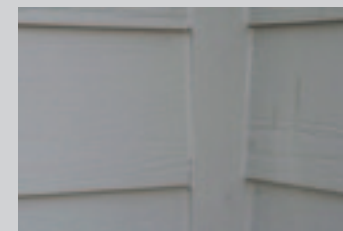
Mastic colors are available and warranted in all 50 states and Canada



- The surface of fiber cement is painted and will require periodic refinishing and repainting



- Fiber cement requires special handling and caulking when it is installed*
- Some panels may require painting on site, and any nicks, chips and exposed nail heads require touch-up paint to match even prefinished panels

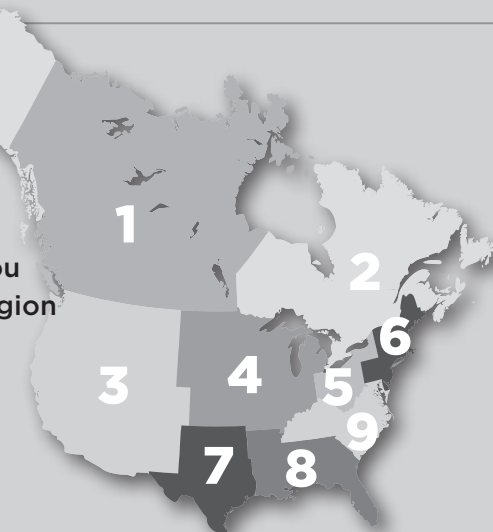


Fiber cement is not certified to hold color without excessive fade over time

- Fiber cement color selection and availability are based on region, meaning you might not be able to get the colors you want*
- You should verify the color you want is warranted for your region



Homeowners who choose fiber cement must keep touch-up paint on hand to cover everyday wear and tear. The touch-up paint may not exactly match the factory finish.



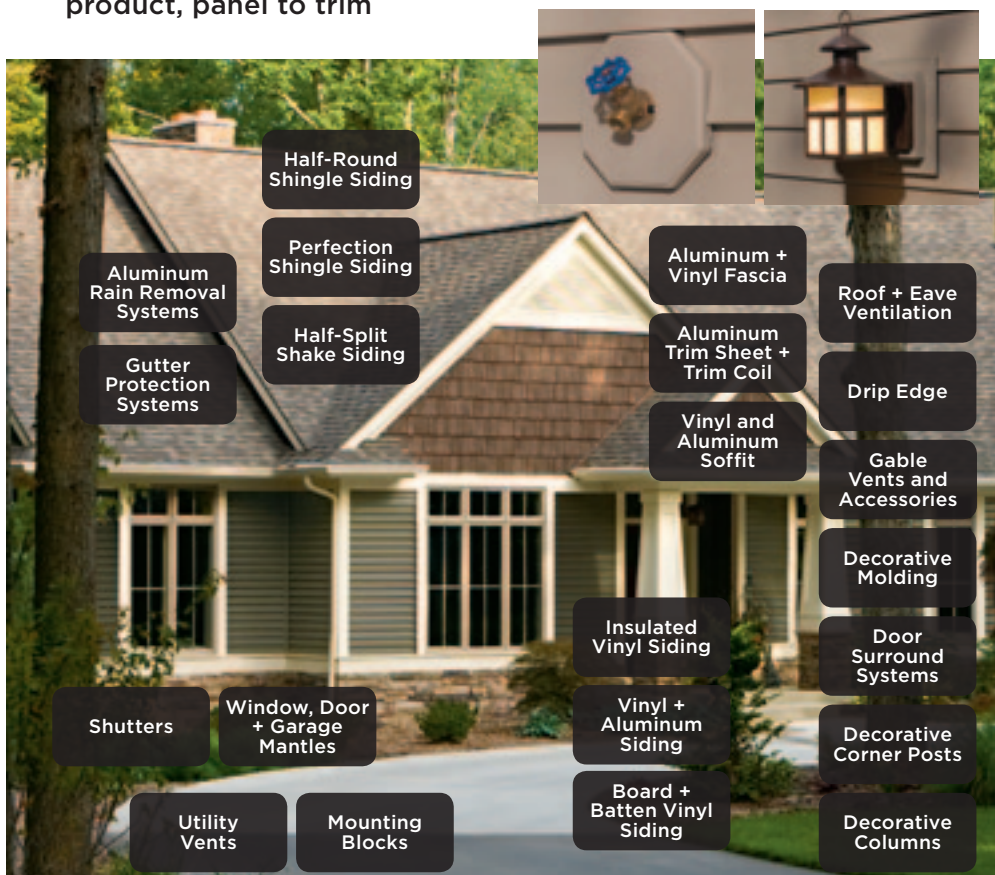
Mastic Premium Vinyl Siding

HEAD TO HEAD COORDINATION

James Hardie Fiber Cement

- Mastic offers a broad range of coordinating products and accessories
- All products and accessories are engineered to work together perfectly

Mastic vinyl siding and accessories are available in coordinated designer colors that work beautifully together — product to product, panel to trim



- James Hardie fiber cement has a smaller offering of siding and trim products
- Installers may fabricate things like mounting blocks out of unused siding panels

Fiber cement's limited offering may make color match and style coordination difficult and sometimes impossible



YOU'VE GOT THE FACTS — NOW YOU DECIDE.

Before you make a significant investment, ask yourself these questions:

- Is my siding choice energy efficient?
- Is my siding choice going to require future maintenance?
- Is my siding choice good for the environment and the health of my family?
- Is my siding choice covered by a warranty that will protect me from problems?

You can trust Mastic Premium Vinyl Siding to offer a great combination of value, beauty, durability and low maintenance.



DURABILITY	• Lifetime warranty • Formulated to hide scratches and resist UV damage	• May chip or crack, requiring touch-up
MAINTENANCE	• Only maintenance required is an occasional washing	• Requires periodic caulking and painting to prevent moisture damage and deterioration
INSTALLATION	• Can be installed easily and securely without special tools • Locks panel to panel	• Requires special cutting tools and safety masks • Does not lock panel to panel • Requires caulking and touch-up
HEALTH RISKS	• None	• Cutting can release silica dust into the environment • Silica exposure may cause silicosis, serious personal injury or death
ENVIRONMENT	• NAHB green-approved • Can help projects earn certification points in green-building programs • Insulated vinyl siding can reduce home energy needs	• Is not green-approved • Sealing, caulking and painting may release VOCs into atmosphere • Does not have significant insulation properties
WEATHERABILITY	• Engineered to withstand weather extremes • May be installed in any climate and at any altitude	• Some colors are only approved for use in specific climate "zones" • Not warranted against mold or mildew
WARRANTY	• All siding and accessories backed by a single Limited Lifetime Warranty	• Multiple warranties with different terms and requirements • Warranty coverage is reduced each year
COLOR	• Extensive color palette • Certified to hold color	• Regionally limited color palette • Not certified to hold color
COORDINATION	• Industry's broadest range of coordinating siding profiles, accents and accessories	• Limited profiles and accessories

The statements and comparisons listed here are accurate as of November 1, 2010. This document does not reflect any changes that may have occurred since that date. To verify this information, refer to www.Mastic.com, www.JamesHardie.com, www.vinylsiding.org and any other referenced sources before making a buying decision. Mastic Home Exteriors, Mastic and Structure EPS Insulated Siding are registered trademarks of Mastic Home Exteriors, Inc. James Hardie and the James Hardie logo are trademarks of James Hardie International Finance B.V.. © Copyright 2010, Mastic Home Exteriors, Inc. May not be reproduced without written permission.