



Looking for more revenue?
You'll find it in the attic.



ATTICAT[®]
EXPANDING
BLOWN-IN
INSULATION
SYSTEM



Increased profits. More



Find cash in the attic! Diversify your business, differentiate yourself in the marketplace, and grow your profits when you offer attic re-insulation services to your customers.

Since you're already in customers' homes for your roofing business, it makes sense for you to provide top-of-house insulation assessments along with your roof analysis.



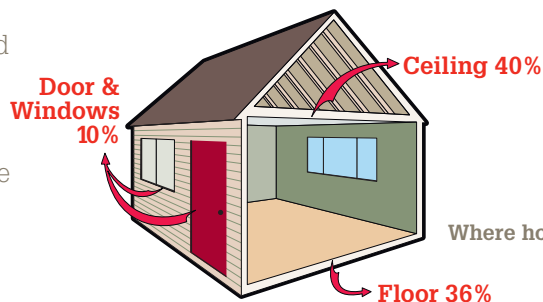
Enormous business opportunity.



- There are 126 million homes in the U.S.—60 million of them are under-insulated
- A home that needs a new roof is also most likely to be under-insulated
- Energy costs continue to rise, which is creating high demand for energy-saving solutions like insulation

Convincing selling points.

- Insulation and ventilation are key components of maintaining the proper conditions in the attic and on the roof deck
- Up to 40% of a home's conditioned air escapes through the attic
- Adding insulation to the attic is the easiest and most cost-effective way to improve energy efficiency, plus it helps reduce greenhouse gas emissions



Where homes leak indoor air

value for customers. Things are looking up.

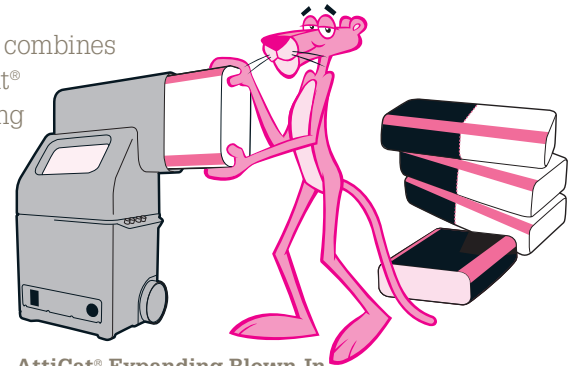


Your customers want energy savings.

- 90% of home buyers would pay up to \$5,000 more for a home that would use less energy*
- Adding insulation and sealing leaks can help lower heating and cooling energy bills by up to 20%**
- 84% of homeowners believe energy-efficient homes have a higher resale value†
- 78% of homeowners would choose one home over another based on its energy efficiency††

High margin. Low investment.

The Owens Corning™ AttiCat® system combines a professional Owens Corning™ AttiCat® Expanding Blown-In Insulation Blowing Machine and AttiCat® Expanding Blown-In PINK® FIBERGLAS™ Insulation. This proven system is easy to transport and maneuver. Sales and operational training materials are provided.



AttiCat® Expanding Blown-In Insulation System

Use a trusted brand. Close more sales.

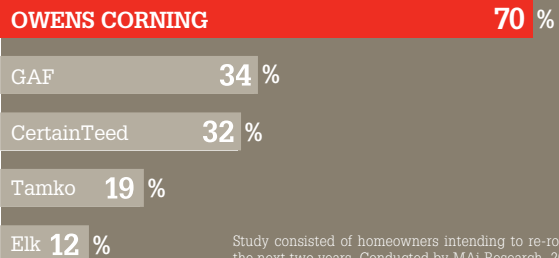


You can pursue this opportunity with confidence when you rely on Owens Corning.

- Consumers know we're a trusted building materials brand†
- Roofing consumer brand awareness is twice that of our nearest competitor†
- Brand preference in insulation is 7:1††

Our building products and famous PINK® Insulation have been used in millions of homes throughout the country.

Brand Awareness Among Homeowners



Brand Preference in Insulation



It's easy to get started.

For more information on the Owens Corning AttiCat® Expanding Blown-In Insulation Blowing Machine and AttiCat™ Expanding Blown-In PINK® FIBERGLAS™ Insulation, visit www.owenscorning.com or call **1-800-GET-PINK®**.

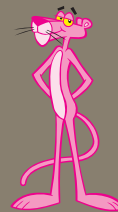


INNOVATIONS FOR LIVING®

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* Survey of registered voters, American Institute of Architects, 2006 (www.aia.org).

** ENERGY STAR: http://www.energystar.gov/index.cfm?c=home_sealing.hm_improvement_methodology. Savings vary. Find out why in the seller's fact sheet on R-values. Higher R-values mean greater insulating power.

† Homeowner Segmentation Study, Smith-Dahmer, 2005.

†† Energy Pulse Survey, 2005 (www.energypulse2005.com).

‡ Based on results from an independent survey of homeowners intending to re-roof in the next two years, conducted by MAI (Marketing Analysts, Inc.) in July 2006.

‡‡ Owens Corning Image and Brand Tracking Study, 2001.