

Exterior Cladding Comparison New One-Family Houses Sold 1998 - 2008

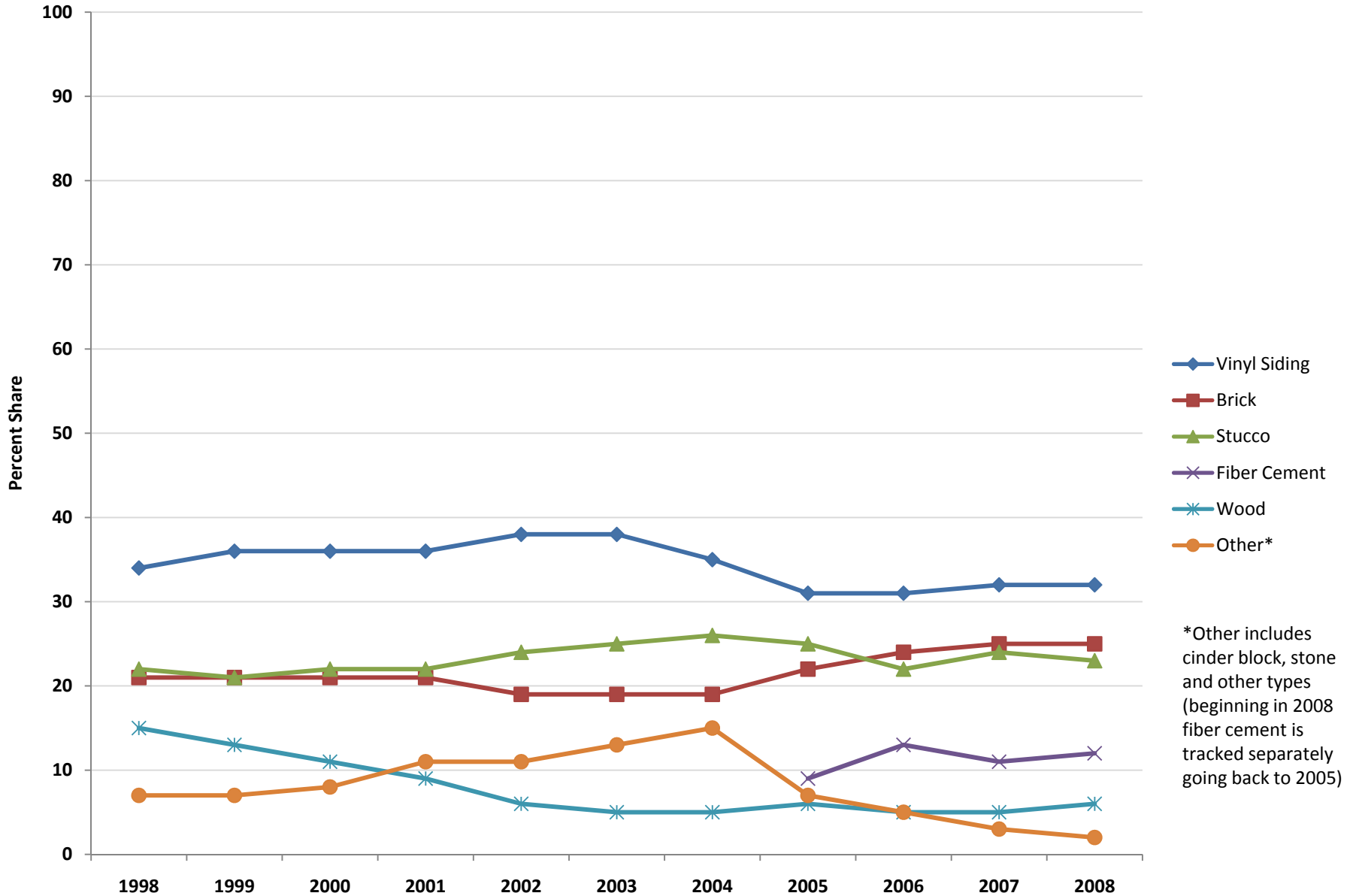
June 24, 2009



Overall Highlights

- Vinyl siding remains the #1 choice for exterior cladding on new one-family houses sold in 2008
- Fiber cement siding is now being reported separately (previously had been reported in “other”) – data is available going back to 2005
- Total share remained relatively flat from 2007 to 2008
 - Vinyl siding share held steady from 2007 at 32%
 - Brick also held steady at 25%
 - Stucco dropped 1 share point to 23%
 - Fiber cement and wood increased 1 point to 12% and 6% respectively
 - Other dropped 1 point to 2%

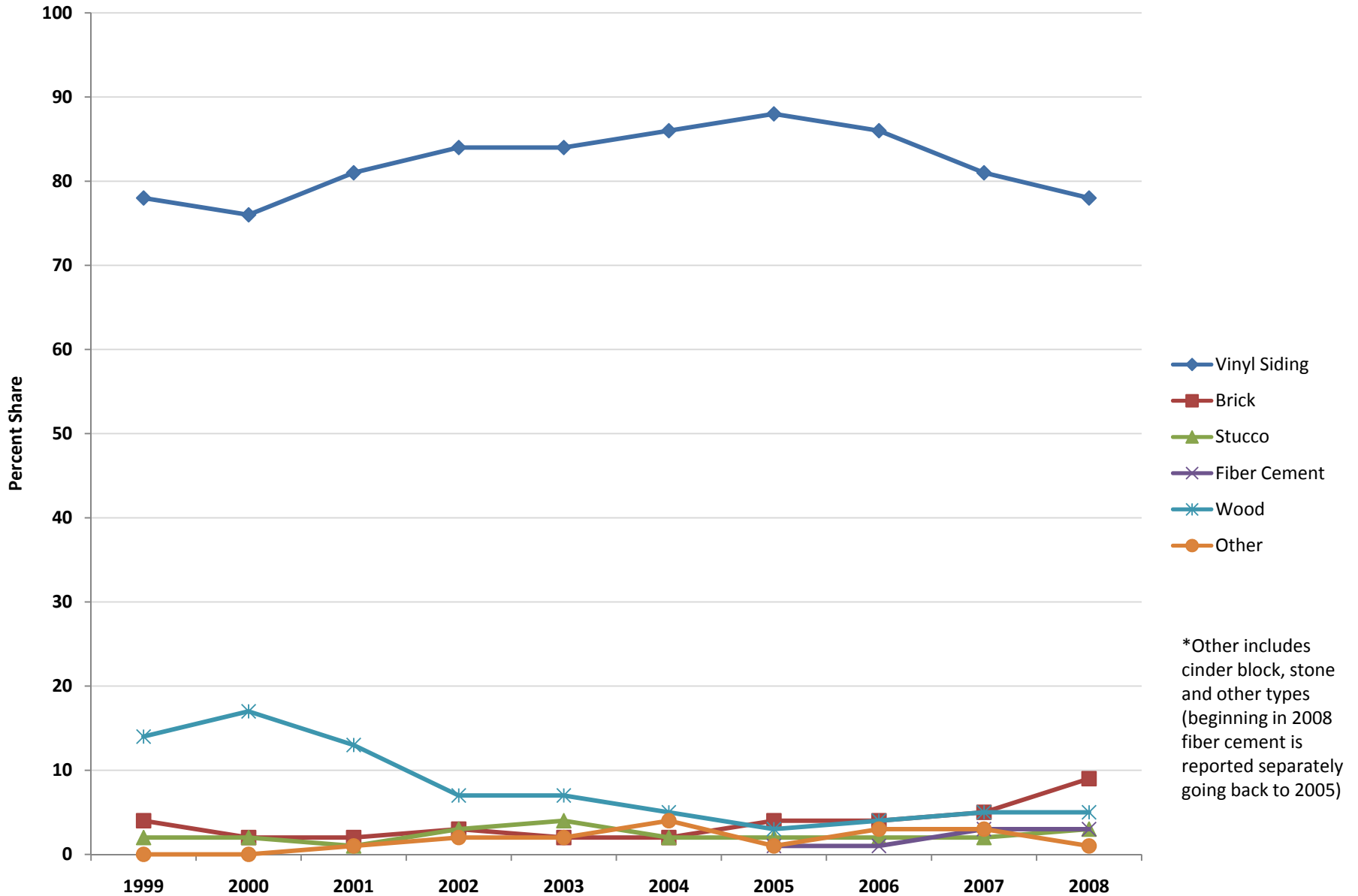
New One-Family Houses Sold



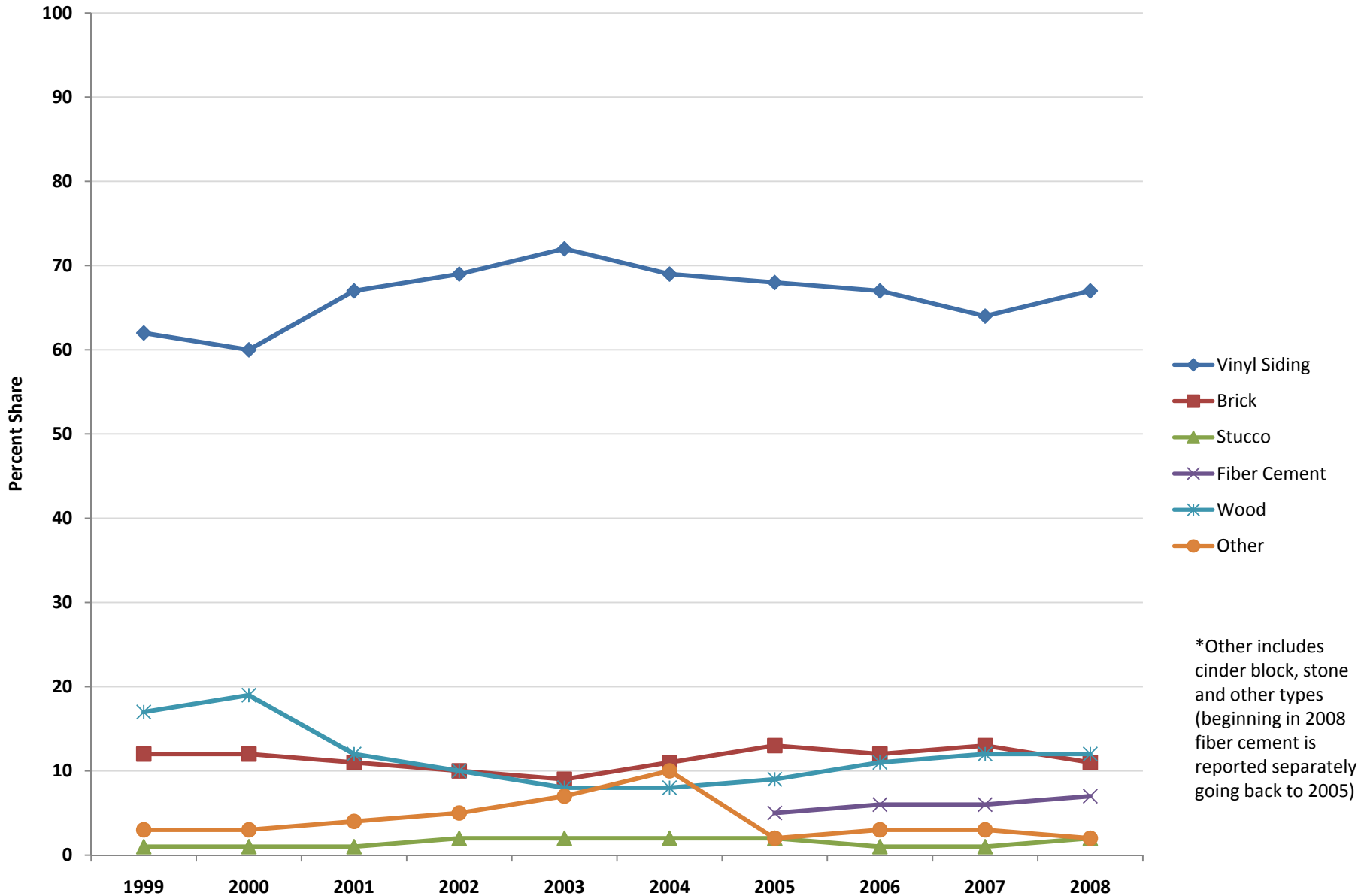
Regional Highlights

- Vinyl siding posted market share gains in three of the four U.S. Census Bureau regions
 - While down slightly from 2007, vinyl siding continues to hold the lion's share of the market in the Northeast (78%)
 - Vinyl siding also dominates share in the Midwest, increasing 3 points to 67%
 - In the South, by far the most active region for homes sold, vinyl siding's share increased 2 points to 28%, narrowing the gap with brick, which remained steady in the top spot at 42%
 - Vinyl siding increased share slightly in the West to 7%

New One-Family Houses Sold - Northeast

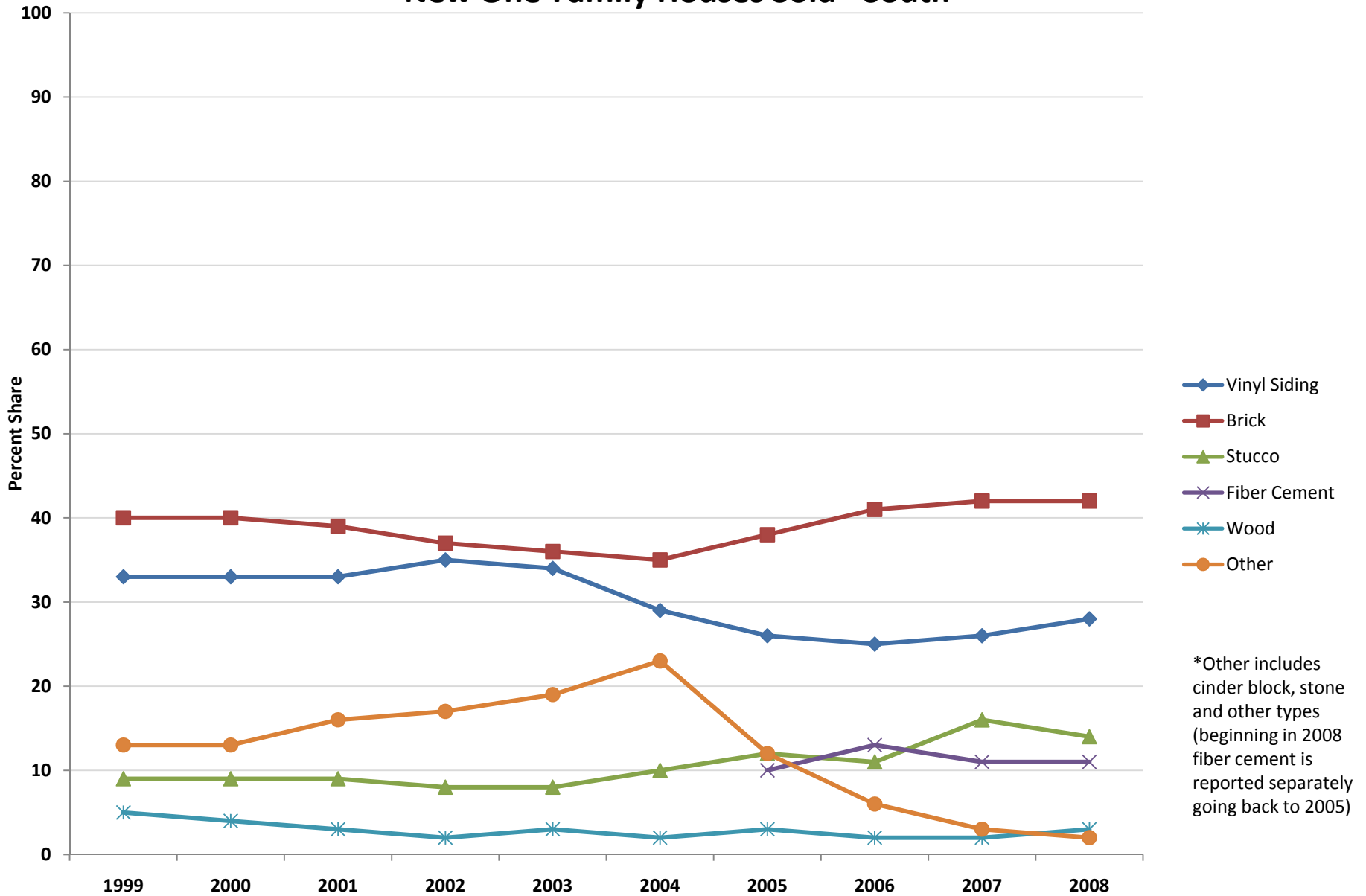


New One-Family Houses Sold - Midwest



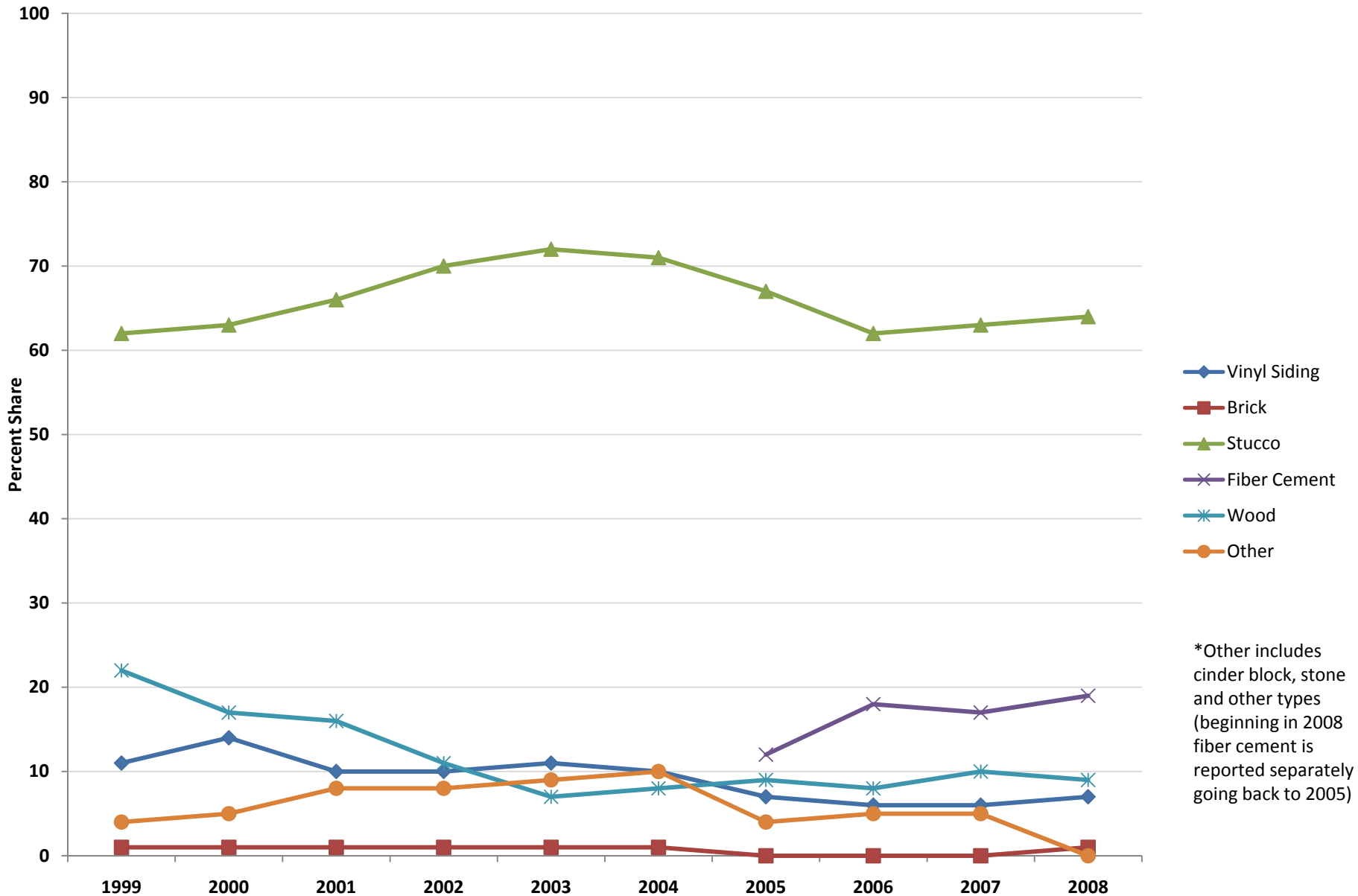
*Other includes cinder block, stone and other types (beginning in 2008 fiber cement is reported separately going back to 2005)

New One-Family Houses Sold - South



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New One-Family Houses Sold - West

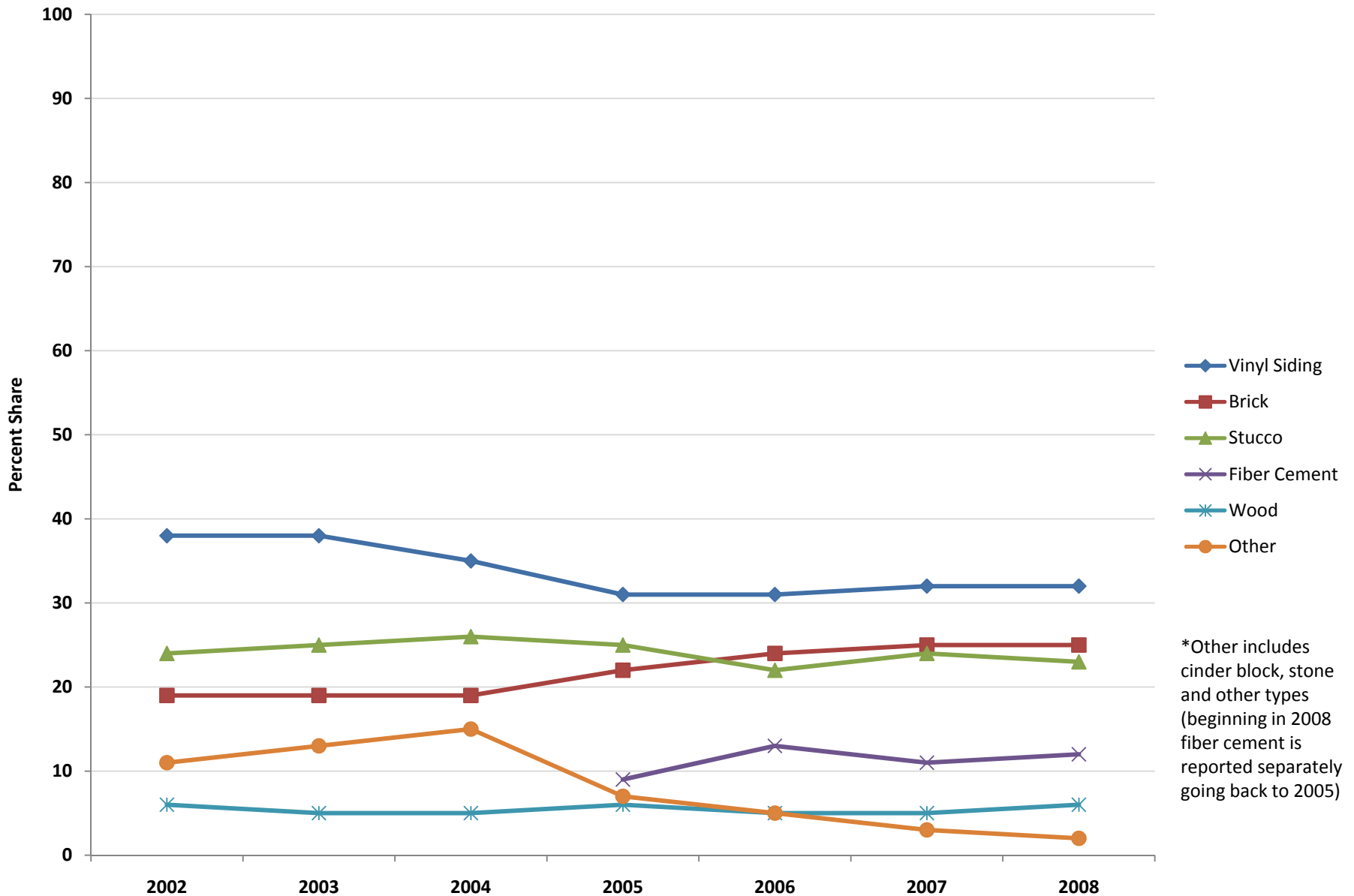


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Sales Price Highlights

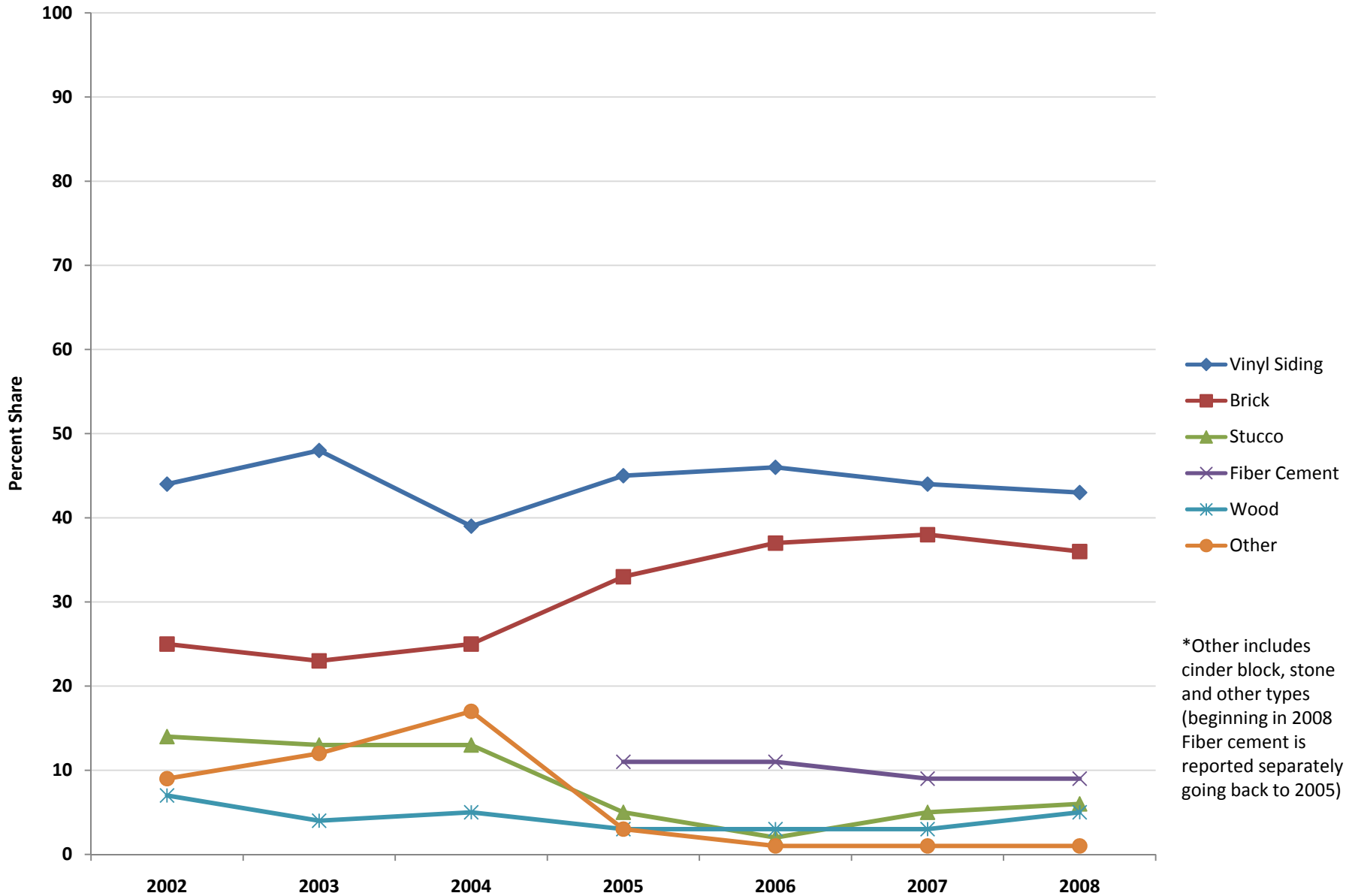
- Vinyl siding was the number one choice in 2008 for exterior cladding on new single family homes sold up to \$250,000
- Vinyl siding share is second only to stucco for all homes between \$250,000 and \$750,000
- For homes priced between \$250,000 and \$299,000, vinyl siding and brick exchanged share, with vinyl siding gaining 3% and brick losing 3%

New One-Family Houses Sold - < \$125,000

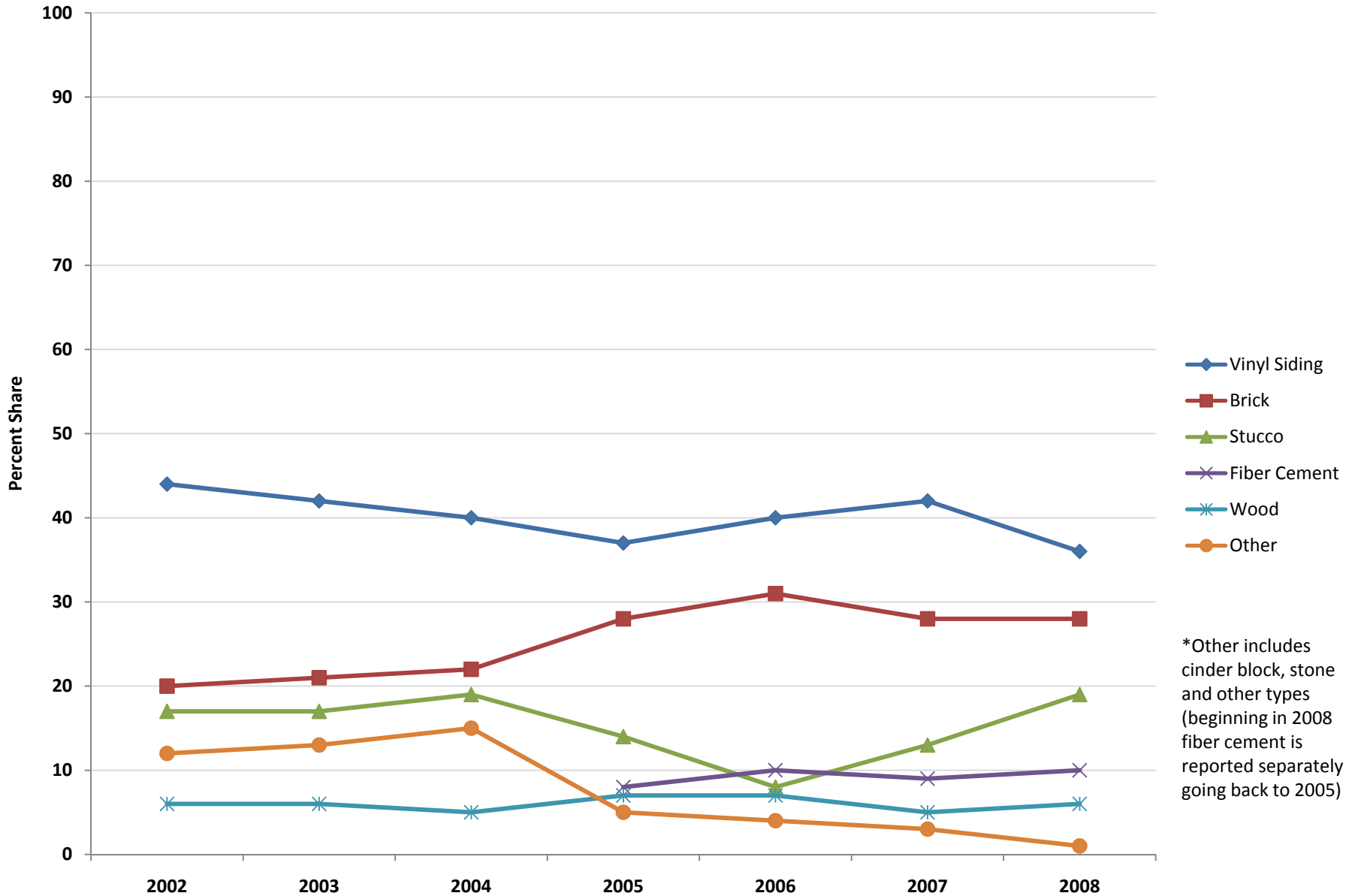


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New One-Family Houses Sold - \$125,000 - \$149,999

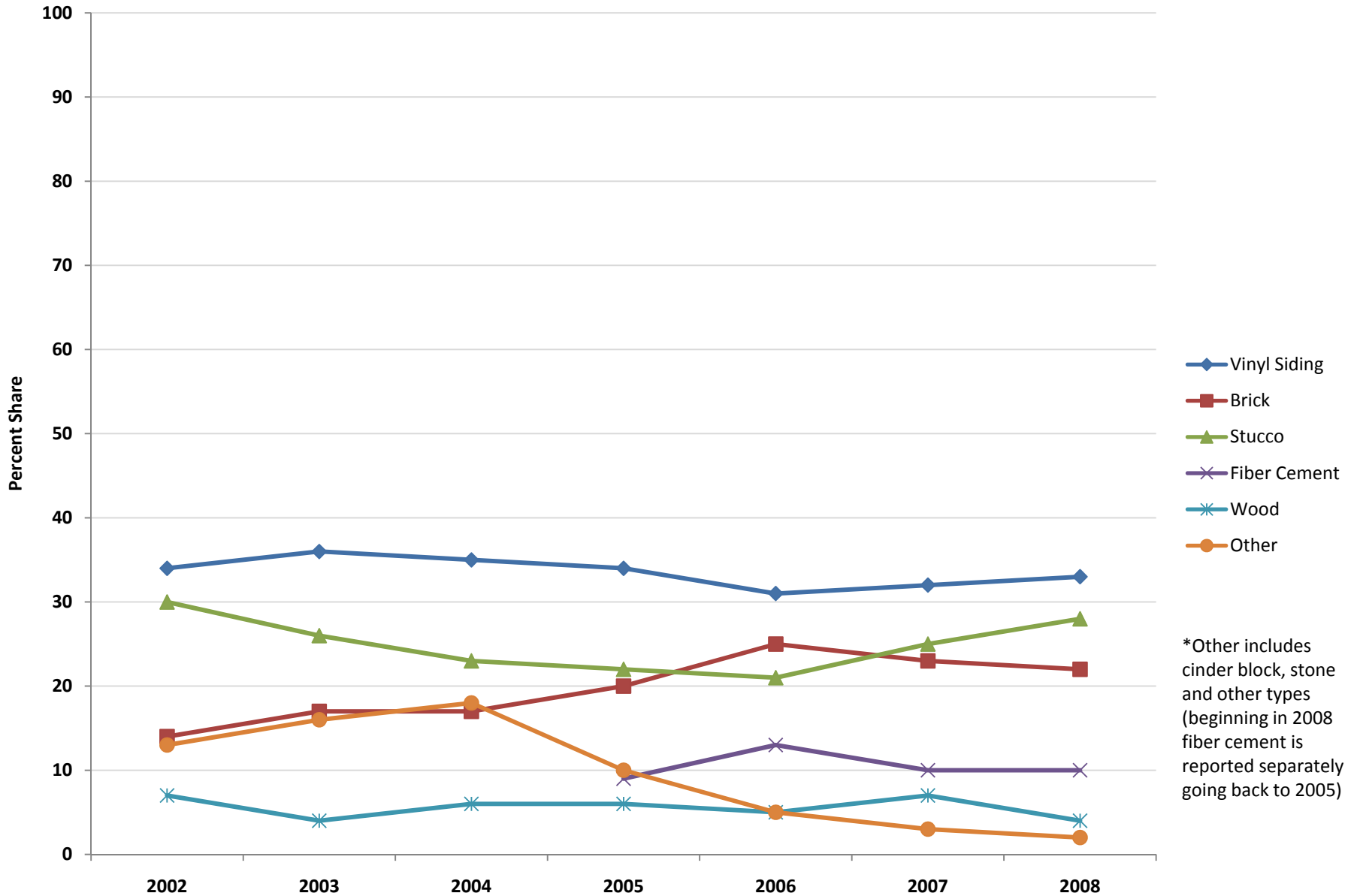


New One-Family Houses Sold - \$150,000 - \$199,999



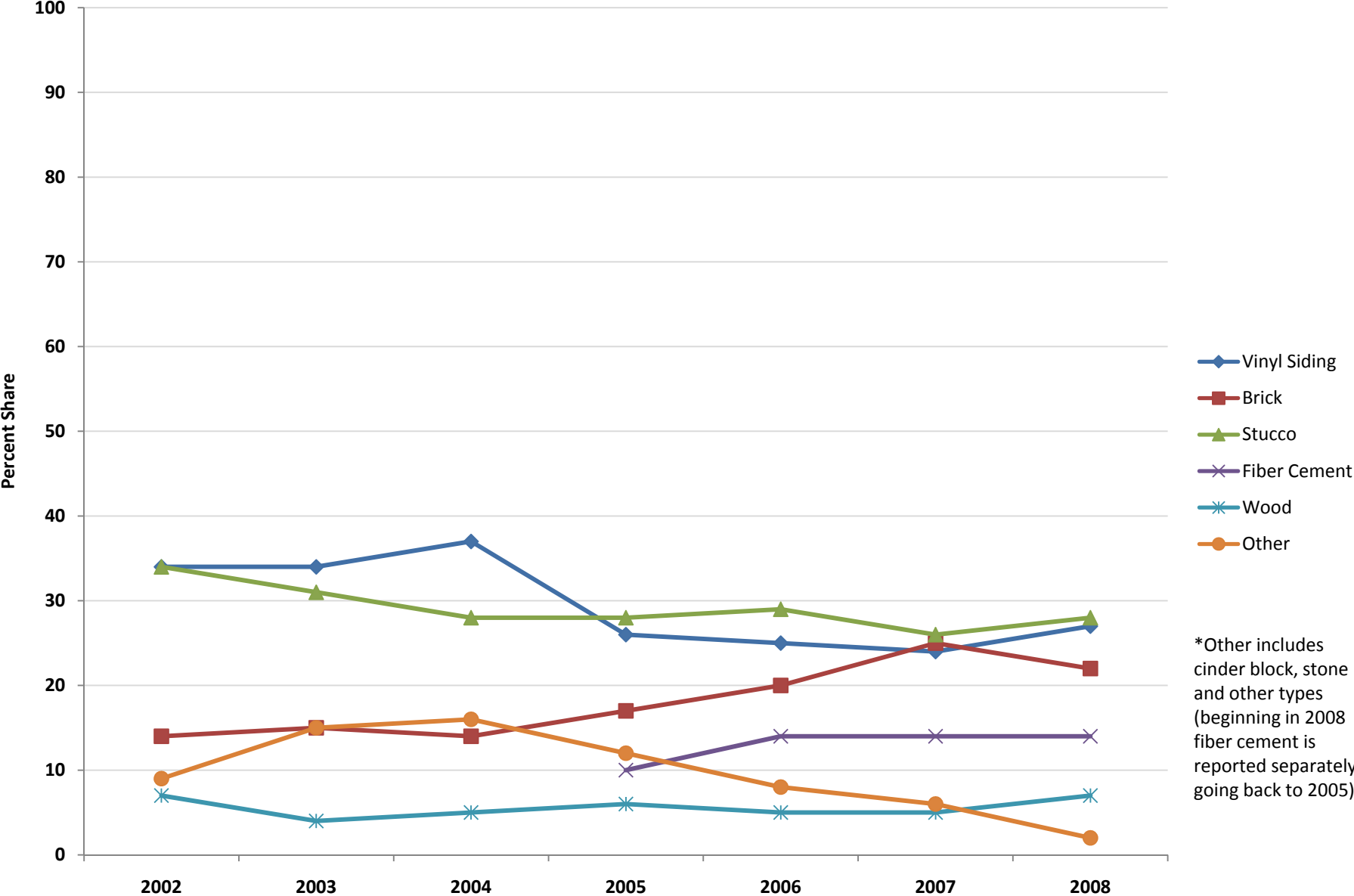
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New One Family Houses Sold - \$200,000 - \$249,999



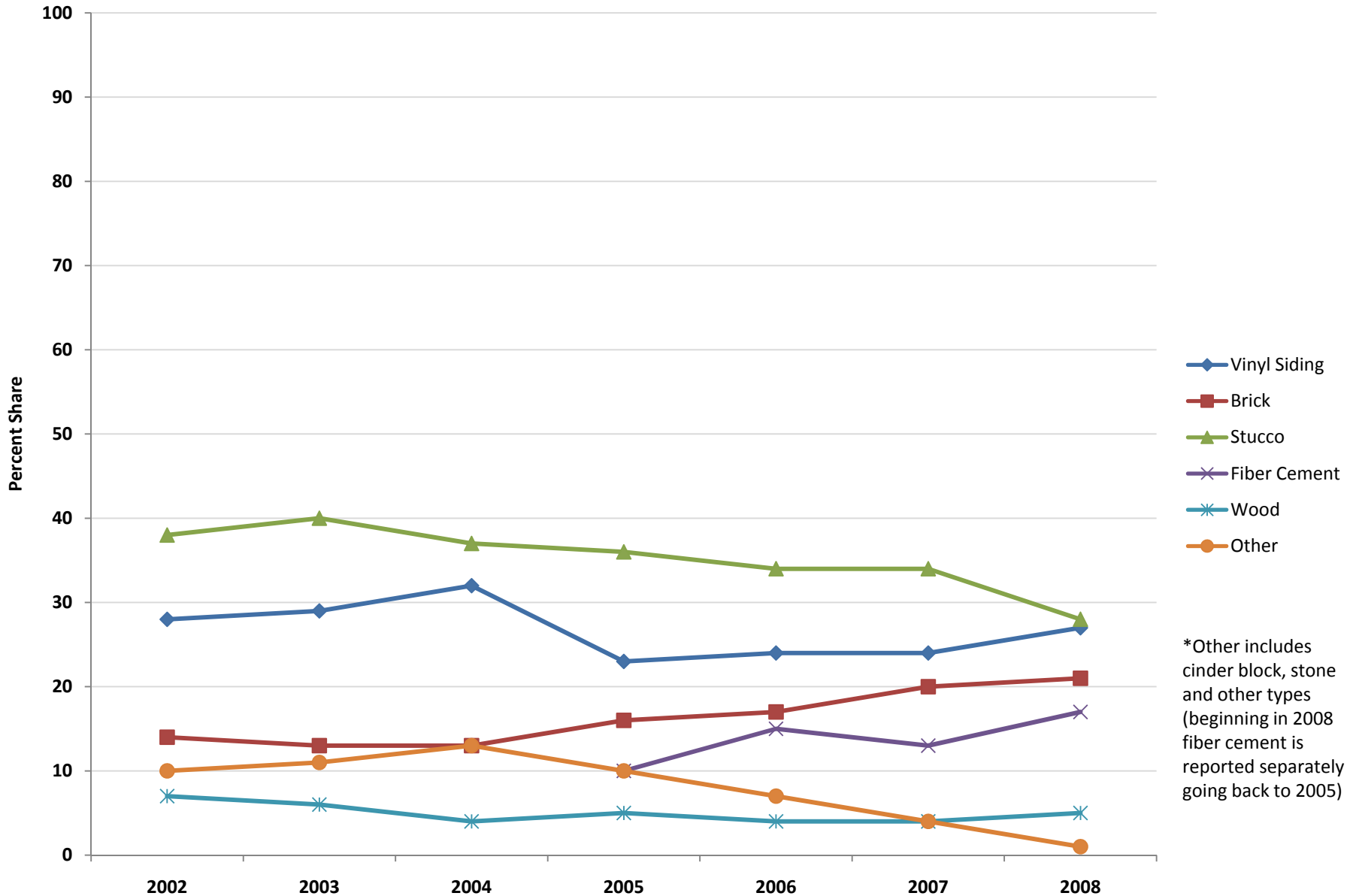
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New One-Family Houses Sold - \$250,000 - \$299,999



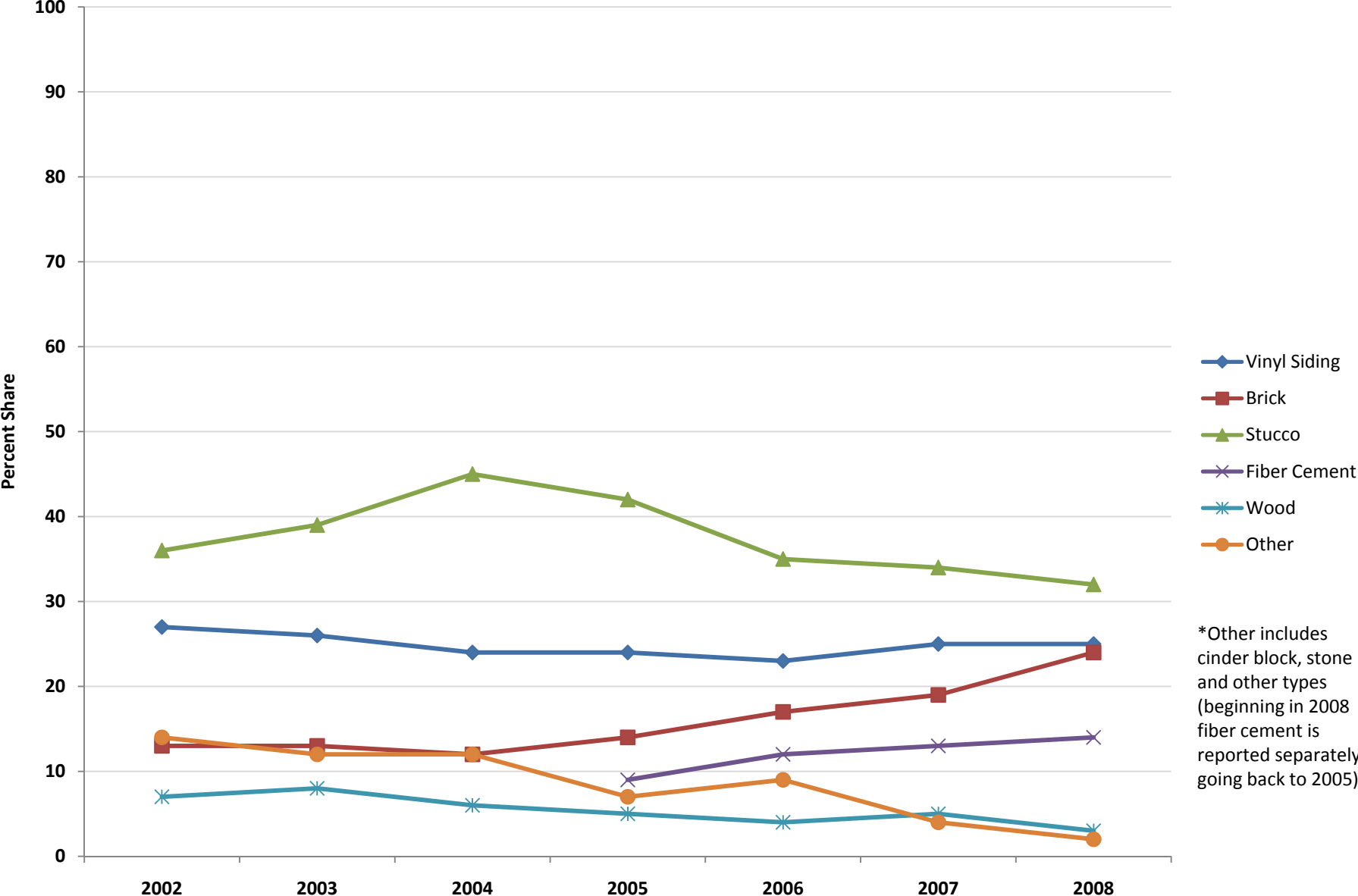
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New One-Family Houses Sold - \$300,000 - \$399,999



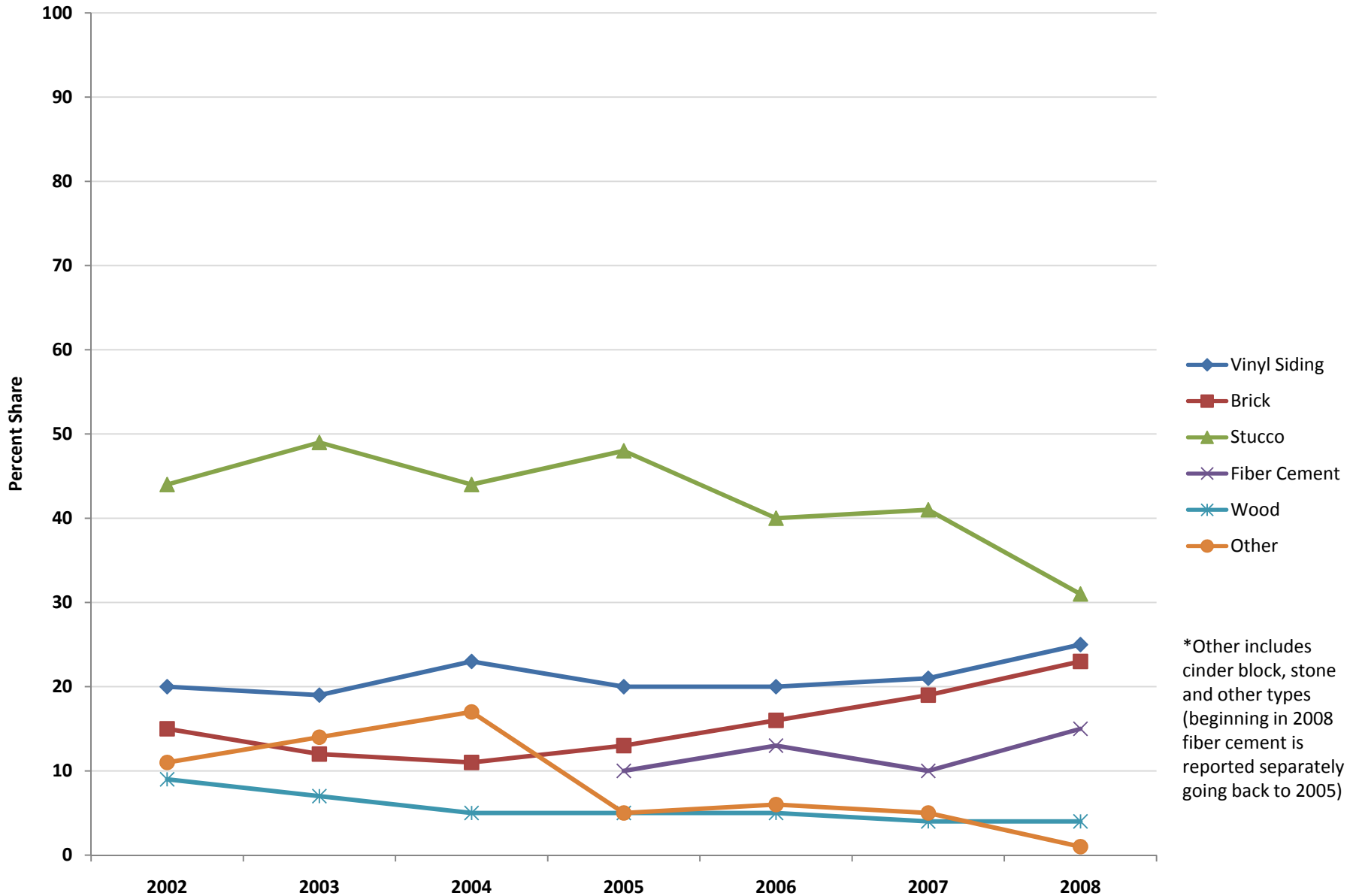
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New One-Family Houses Sold - \$400,000 - \$499,000



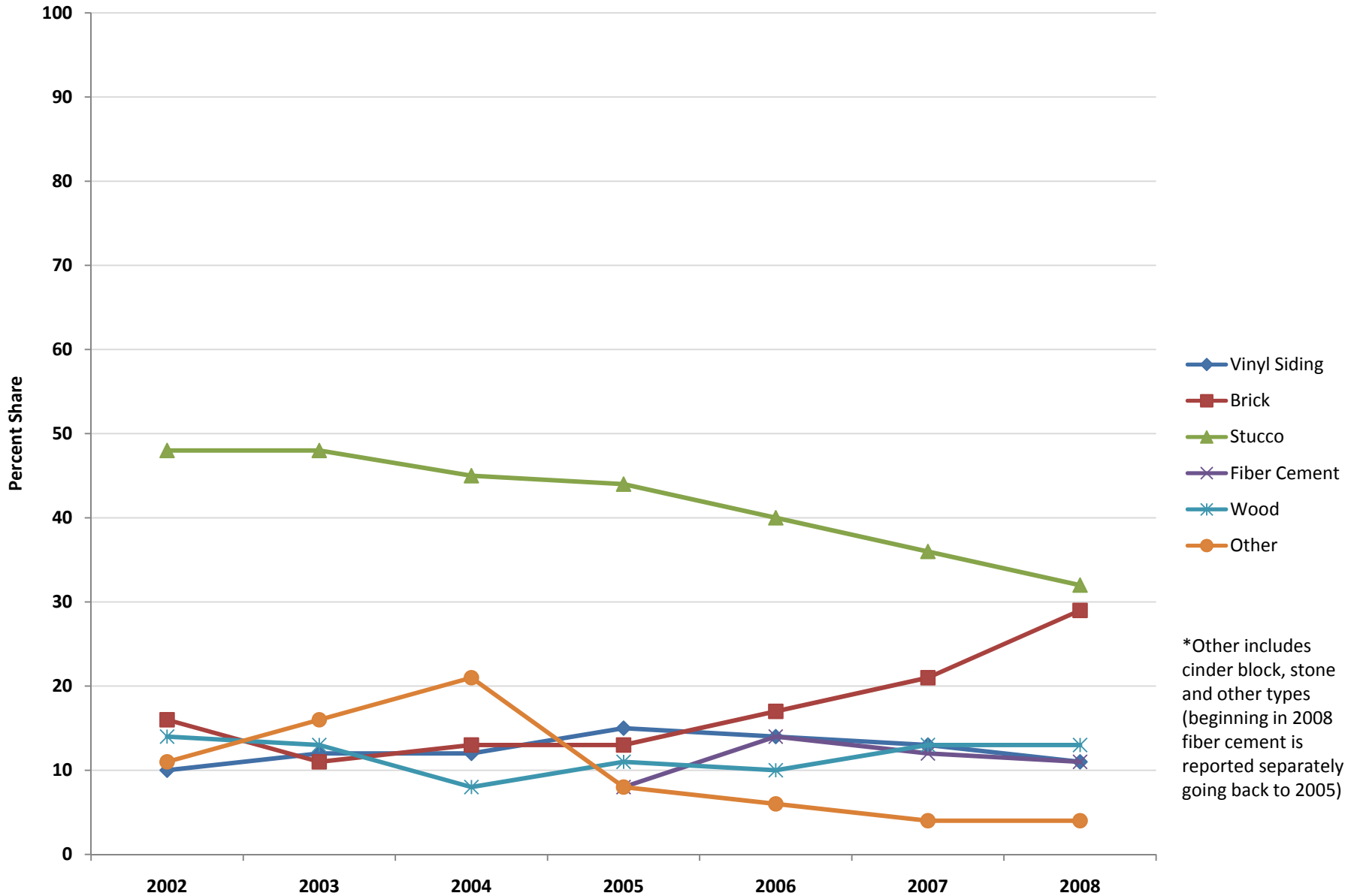
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New One-Family Houses Sold - \$500,000 - \$749,000



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New One-Family Houses Sold - \$750,000 or More



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