



March 1, 2013

Dear Valued Customer,

BlueRidge Fiberboard and Mid-States Asphalt & Cant Strip, Inc. are proud to announce a new Strategic Alliance between our two well established and reputable companies. This collaboration will further enhance our ability to meet your growing expectations as our loyal client.

Some immediate advantages include:

- **Increased national sales force representation, MSA & BRF sales representatives will work as a team promoting fiberboard products to better serve the market focusing on the architectural, contractor and distribution base. This alliance is national in scope with the exclusion of the upper Northeast which will be handled by BlueRidge Fiberboard's traditional sales network.**
- **Immediate implementation of two additional warehouses, bringing the Blue Ride warehouse total to 12 located as follows: Alabama, Arizona, California (2-No Cal & So Cal), Colorado, Florida, Georgia, Illinois, Indiana, Pennsylvania, Texas, and Washington.**
- **Expansion of product offerings at strategic warehouse locations. Inventories will include but not be limited to cant and edge strip products and additional line items that allow for will-called mix & match opportunities. As a result, your local warehouse will offer quick lead times and market competitive prices in less than truckload quantities.**
- **Delivered mixed truckload opportunity for products (Structodek® Celotex™ fiberboard, Cant & Edge, Trumbull®asphalt, felt, rolled roofing, etc) in unit quantities shipped out of the Alabama & Indiana warehouses on MSA trucks to surrounding states at competitive market pricing. Thus ensuring you quick delivery and assistance in inventory cost control.**

To summarize, the Mid States Asphalt & Blue Ridge Fiberboard Strategic Alliance offers you great value with an expanded array of products offered by a seamless sales force working together to minimize your inventory, reduce lead times and offer the benefits of less than truckload quantities while still maintaining competitive market pricing. Moreover, another major benefit to you is that regardless of how the BlueRidge Structodek fiberboard is delivered (factory direct, will-called from a warehouse or delivered on an MSA truck with other quality products) the billing for the flat stock Structodek wood fiber will always be done by BlueRidge thus providing credit towards your 2013 corporate program if applicable.

One of our sales team members (Mid-States or BlueRidge) will contact you shortly to discuss the advantages of this Strategic Alliance and what it means to you specifically. In addition, we will be emailing you in the near future details that outline all your purchasing options based upon your specific geographical region.

Thank-you for your patronage, we look forward to working with you and providing the increased benefits of our newly formed Strategic Alliance.

Sincerely,

Michael D. Taylor
Director of Sales & Marketing
Blue Ridge Fiberboard

Jeremy Traweck
National Sales Manager
Mid-States Asphalt & Cant Strip, Inc.