

PRICE NOTICE

November 17, 2011

To: All U. S. Building Insulation Customers

Price Increases Effective January 1, 2012

Ongoing and continued inflation in raw materials and transportation in addition to re-investment economics necessitate that we implement the following price increases with shipments made on or after January 1, 2012. The specifics of the increase are as follows:

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| • Residential and Commercial Batt and Roll Products | 5% |
| • EasyFit® Products | 5% |
| • ComfortTherm® Products (encapsulated products) | 10% |
| • R-15 Products | 5% |
| • R-21 Products | 5% |
| • Foil-Skrim-Kraft (FSK) Faced Batts | 5% |
| • Poly-Skrim-Kraft (PSK) Faced Batts | 5% |
| • Acoustical Batt Products | 5% |
| • Manufactured Housing Products | 5% |
| • FGBI accessory products | 5% |
| • Mineral Wool | 5% |
| • Vent Chutes | 5% |
| • Climate Pro® Insulation | 5% |
| • Rich-R® Insulation | 5% |
| • High-Density Blowing Wool | 5% |
| • Blended Blowing Wool | 5% |
| • Attic Protector® Insulation | 5% |

This increase will apply to all orders shipped on or after January 1, 2012, regardless of the date of order placement. Please check with your Customer Advocate as this date approaches for information on current product lead times.

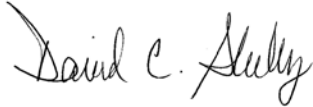
In addition, we will continue to administer our fuel surcharge policy per the following, previously implemented schedule.

Average #2 Diesel Retail Price For Prior Quarter	Flat Rate Fuel Surcharge per Invoice Pro-Rated for Split Shipments			
Price per Gallon (USD\$)	Full TL	Each 1/4	Each 1/3	Each 1/2
\$3.26 to \$3.75	\$120	\$30	\$40	\$60
\$3.76 to \$4.25	\$180	\$45	\$60	\$90
\$4.26 to \$4.75	\$240	\$60	\$80	\$120
\$4.76 to \$5.25	\$300	\$75	\$100	\$150

The schedule above is based on the trailing quarterly average for #2 diesel fuel. **Currently, the average price in the 4th quarter to-date is \$3.81.** The full quarter average will determine the fuel surcharge rate that will be administered on shipments in the 1st quarter.

If you have any questions about the implementation of this increase, please contact your Account Manager. Thank you for your ongoing support of JM products.

David C. Skelly



Director of Sales
Insulation Systems