

## MARKETING BULLETIN

**TO: FIRESTONE VALUED CUSTOMERS**

**JANUARY 26, 2011**

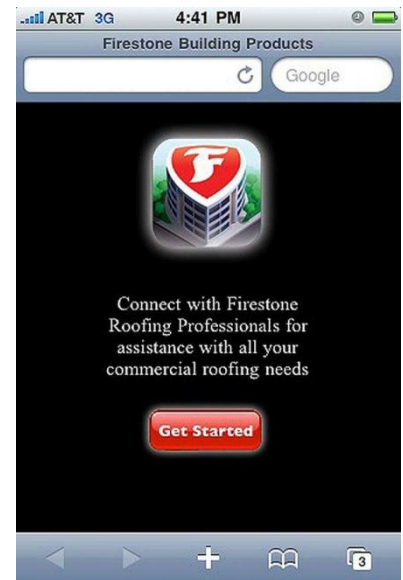
**RE: INTRODUCING THE FIRESTONEROOF MOBILE APP**

Building owners, facility managers and roofing consultants now have another fast, easy and convenient way to connect with Firestone Building Products.

Firestone is pleased to introduce FirestoneRoof, a first-of-its-kind mobile web app. This free app provides instant access to Firestone commercial roofing experts from most Internet-enabled mobile phones.

The FirestoneRoof mobile app has the following features:

- **Ask a local expert** – Submit questions regarding commercial roofing systems/components to Firestone's Quality Building Services team.
- **Report a leaky roof** – Whether the caller holds a Firestone warranty or not, they may immediately report a roof leak or other maintenance issue while on-site through mobile technology.
- **Request an in-depth roof analysis** – Request an on-site visit and detailed assessment from a local roof services provider. (Minimum cost plus expenses).
- **GPS locator and image upload** – Share detailed location and issue information to help our service team find, and in many cases, identify your roofing problem.



To download the FirestoneRoof app, AT&T customers using iPhone or iPad can search for "FirestoneRoof" at the iTunes App Store. Verizon, Alltel and U.S. Cellular customers can text "FBP" to 84773 from their mobile phone. A direct link to the mobile web application will immediately be sent to your phone. For those with other providers, please note that the app will be available on the Sprint, Nextel, T-Mobile and Boost Mobile networks in the coming weeks.

We hope you enjoy this new way to get the support you need, when you need it from the right people with the right products at Firestone. If you have any questions or comments regarding the FirestoneRoof mobile app, please contact our marketing department.

Thank you,



John R. Geary  
Vice President, Marketing  
Firestone Building Products