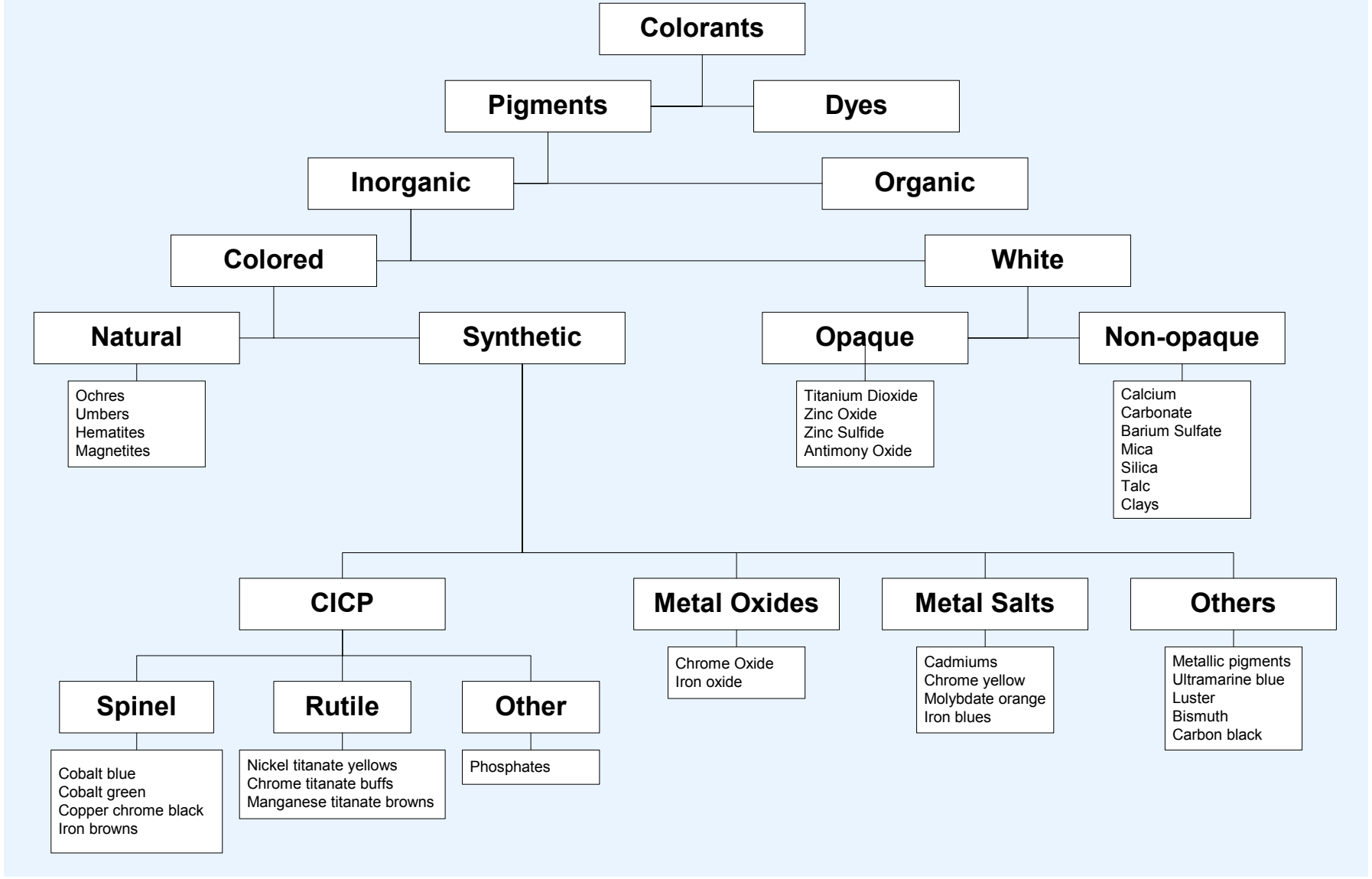
The Shepherd Color Company

Over 70 years' experience

- Based in Cincinnati, Ohio, USA
- Established 1916
- Family Fourth Generation

Pigment Classification System



Markets Served

- Roofing granules
- Metal building products
- Vinyl siding, Windows, Doors
- Automotive
- Wood coatings
- Military

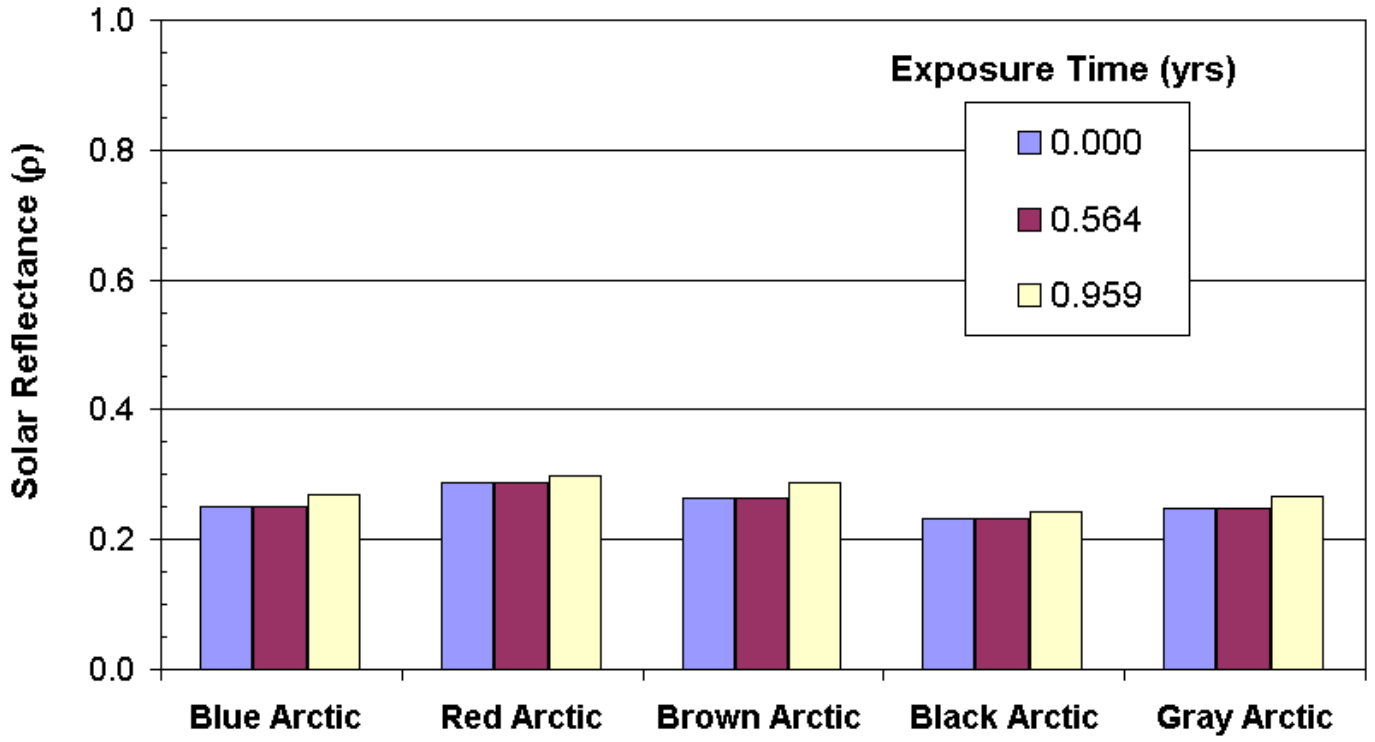
Attributes

- Heat Stable
- Weather Resistant
  - Samples placed at CA exposure sites
  - Offer to provide Accelerated weathering time
- Chemical Resistance
- Acid Rain & Salt Spray Resistant
- Compatibility

Concrete and Clay Tile and Painted Metals under exposure

Clay and Painted Metal exposed for 1½ years

Concrete Samples Exposed in Sacramento, CA.

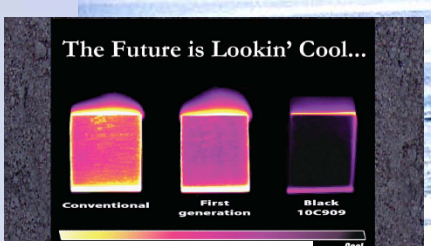


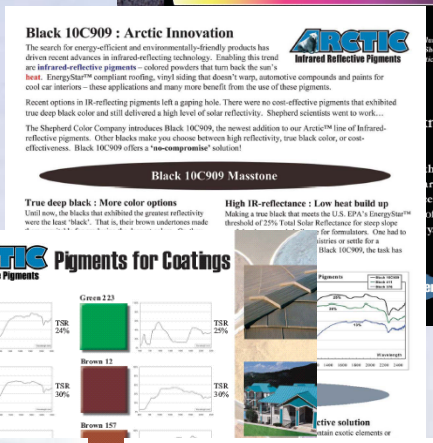
“Cool” Activities

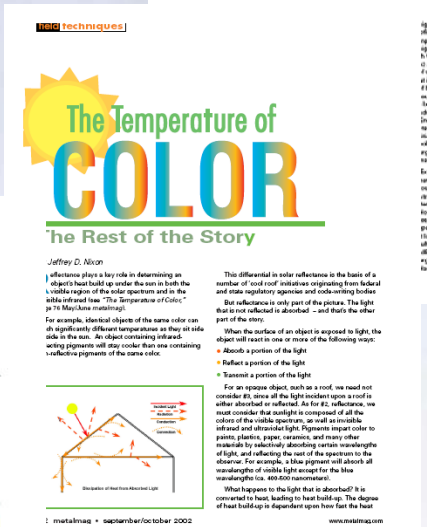
- Associations
  - NCCA
  - CMRC
  - PAC
- Tradeshows
  - NRCA, WSRCA
  - Metalcon, ICE
  - CSI
  - NPE, ANTEC, VSI

Market Education

- Publications
- Literature



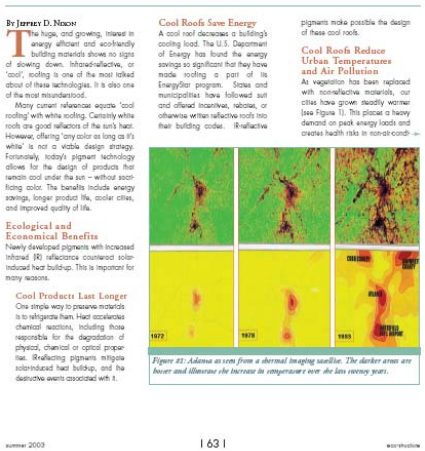


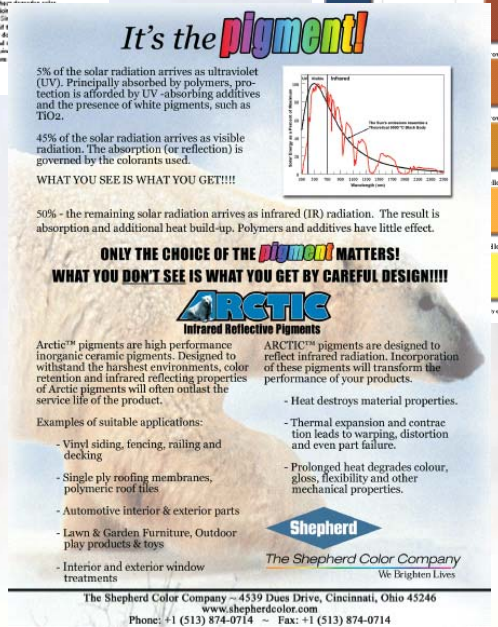


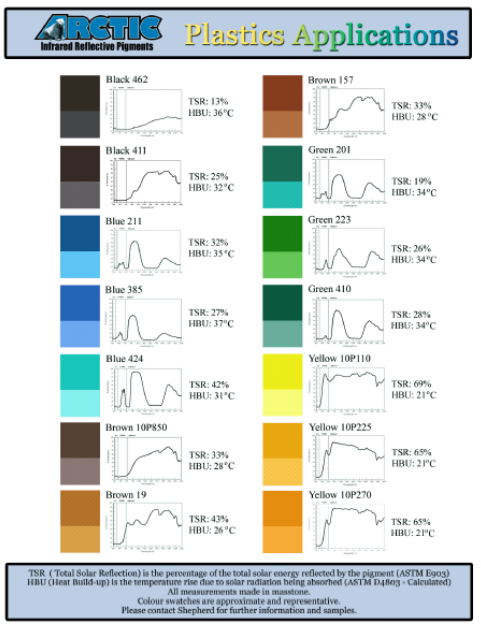
cool roofing

The Chemistry Behind

'Cool Roofs'

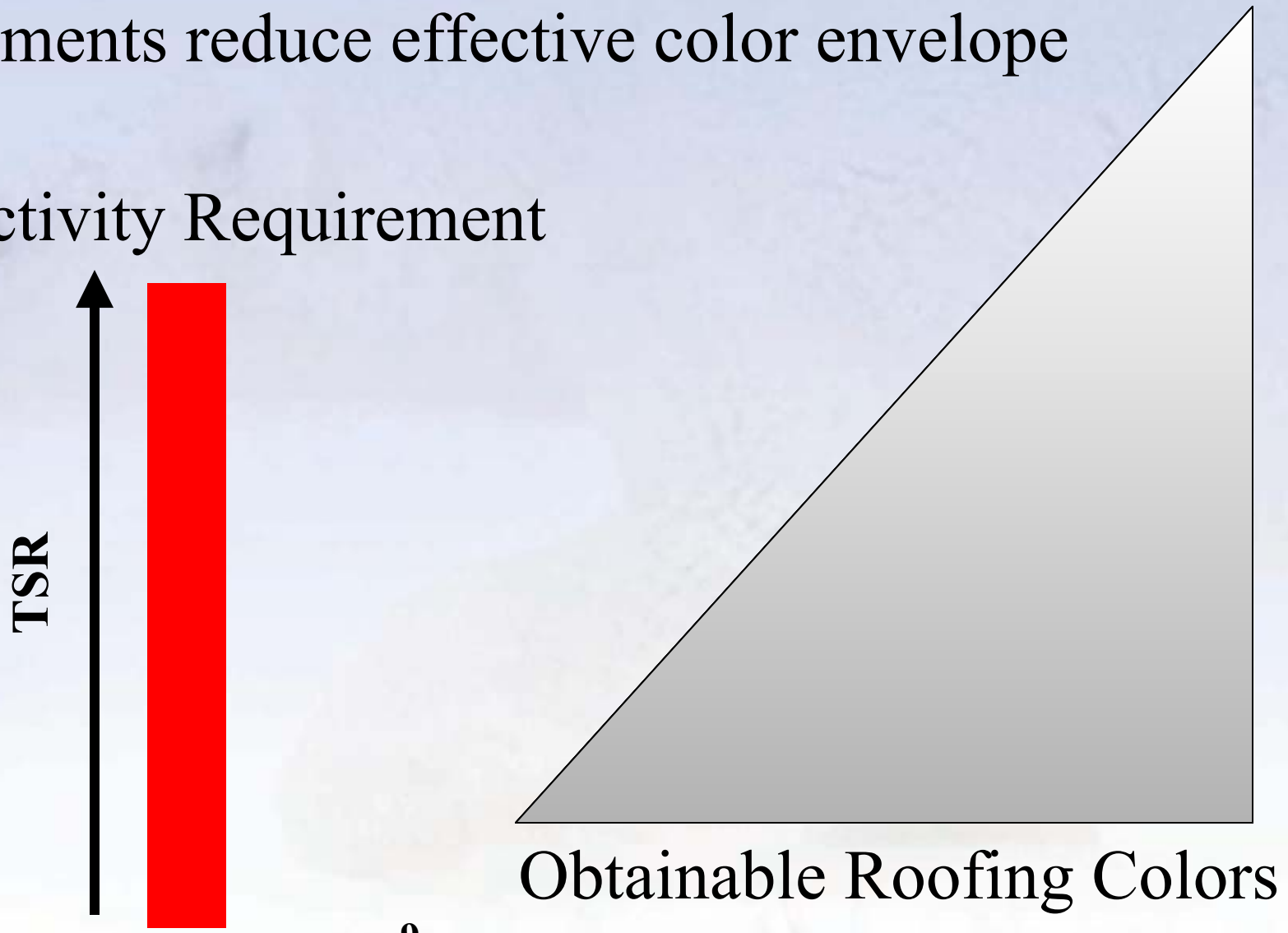






Color Choice

- Even with IR technology, increasing reflectivity requirements reduce effective color envelope



Shepherd: View of Future

Research Direction: Market Focus

- Cooperate with LBNL, ORNL, Industry to improve reflectance of roofing materials
- Things that work and are durable
  - darker colors / higher TSR
- Increasing reflectance to 40% - number of color choices drops considerably
- Shepherd active R&D to push pigment technologies; Darker, Jetter, Higher TSR
- Overcoming inertia of downstream customers
- Continue to exhibit / promote “Arctic” cool technologies