

INFINITY® WINDOWS CLEARLY DIFFERENT.

When it comes to buying replacement windows, homeowners have had to choose between durability (vinyl or aluminum) and appearance (wood).



With the new Infinity window from Marvin, homeowners no longer have to compromise.

"Infinity windows are the latest and greatest thing in home improvement," boasts EHI's Matt McQuiston. "Greatly more efficient than wood windows, these windows keep the

weather on the outside without compromising appearance. Unlike previous synthetic material windows, these windows can be painted and stained, so they look as good as wood."

"We're proud to be an exclusive company that can install these windows," says Steve Smalley. "Our customers look to us to offer the very best products we can. This new window certainly meets that criteria."

"Not only is it an attractive product, this new window is eight times stronger than vinyl,"

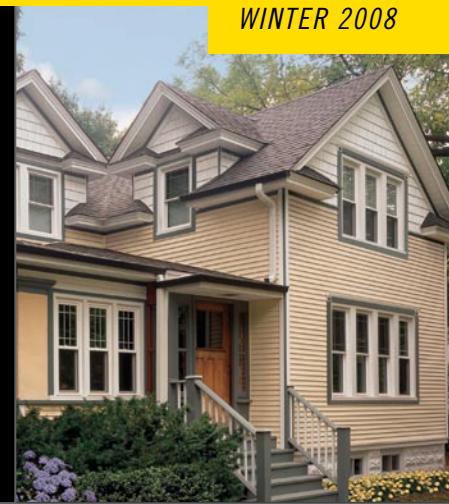
Matt McQuiston
EHI



adds Matt. "It's actually even stronger than steel!" Infinity windows can keep your home looking better, too. "Wood and vinyl expand and contract at different rates than glass," explains Matt. "This can cause window seals to leak. Windows fog and lose their clarity. Because these fiberglass windows expand and contract at the same rate as the glass panes, seals remain intact and windows remain clear."

So when it comes time to consider new windows, take a look at Infinity from EHI. We think your best choice will be clear.

YOUR VIEW



FROM THE OUTSIDE IN.

IN THIS ISSUE:

- Dreamy sunrooms
- Beautiful, durable CedarMAX®
- Don't settle for just any roof
- A clear choice in windows



317.845.4300

www.ehimp.com



HAPPY NEW YEAR!

With the turning of another calendar year, those of us at Exterior Home Improvement look back at 2007 with fondness and appreciation. I want to extend a heartfelt "Thank you!" to all of those who made 2007 successful for us.

NEW PRODUCTS, NEW SERVICES.

I'm excited at what lies ahead in 2008. In addition to introducing the Infinity® window from Marvin, Exterior Home Improvement recently began increasing home values by adding sunrooms. These super-efficient, composite sunrooms from Crown Manufacturing can be customized to increase the living space – and live-ability – of virtually any home.

Stories on sunrooms and Infinity windows services can be found in this issue of Your View. We will showcase these products at this year's Indianapolis Home Show later this month, as well as the Indiana Flower & Patio Show in March. Plan to stop by and register for a chance to win a plasma TV!

I hope 2007 was a good year for you and your family. And I hope to see you soon!



Steve Smalley
President

VISIT US ONLINE!

We welcome your comments and suggestions. Visit us online at www.ehimp.com



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**Indianapolis Home Show
January 25 – February 3**
and the
**Indiana Flower & Patio Show
March 8-16**

You can sign up for a chance to win a wide screen plasma TV! One will be given away at each show.

Stop by, say, "Hi!" and you could be the proud owner of a new TV from EHI!



LET US BUILD THE SUNROOM OF YOUR DREAMS

Our new super-efficient sunrooms combine technologically superior materials with the most advanced window system so you'll enjoy the view in complete comfort year-round.

These custom sunrooms from Crown Manufacturing, exclusively available from Exterior Home Improvement, look better and outperform other sunrooms.

"Our sunroom material is superior to the vinyl or aluminum sunrooms other companies offer," explains EHI's Allen Bryzek. "Those sunrooms can trap condensation which can contribute to mold and humidity, or even worse, freeze in cold weather. Our composite material doesn't expand or contract in hot or cold weather."

As beautiful as it is efficient, a sunroom from EHI can be built to match any home. "Whether a home has siding or brick, we want each sunroom to look as nice as the house. And we can put any kind of window or door into a sunroom," adds Allen.

For Exterior Home Improvement, sunrooms complement the products and services already offered.

"We are not remodelers, we are home improvement specialists," states Steve Smalley, EHI president. "We're the plastic surgeons of the industry. We don't work on the heart; we do facelifts. Adding sunrooms was a natural fit for us. Sunrooms are less expensive than home additions and can really add to the value and live-ability of the home. When this product became available, we felt we could offer a product consistent with the quality of our other offerings."

In addition to the eye appeal and energy efficiency, EHI's sunrooms also feature the same roofing system many customers have put on their home. "Rather than the white aluminum roof found on other sunrooms, we want the sunroom to look like the home," says Allen. "Our roofing is the same quality GAF roofing system we would use on a home."

All this at a cost similar to other sunrooms. "Our pricing is very competitive," declares Allen. "When customers compare, we generally look very good."

Because these sunrooms are completely customizable, homeowners can work with Exterior Home Improvement to build the sunroom they've dreamt of. "We give each customer exactly what they're looking for," summarizes Allen.



Allen Bryzek
EHI

"Whether a home has siding or brick, we want each sunroom to look as nice as the house."

CedarMAX[®] COMPOSITE SIDING AS BEAUTIFUL AS IT IS DURABLE

Exterior Home Improvement proudly offers one of the most advanced siding products available. CedarMAX composite siding offers the beauty of wood, with the no-maintenance qualities of vinyl. Stronger, more durable and more energy efficient, CedarMAX offers another option when it comes to replacing your home's exterior siding.

EHI's Chris Gum explains, "CedarMax has a better look and feel. Its six-inch boards have greater eye appeal than the four-inch boards people associate with vinyl siding. People

don't realize it isn't wood until they get right up on it since our eyes have been trained to associate the thinner laps as vinyl.

"There aren't many companies that offer products such as this."

Along with great aesthetics, CedarMAX offers real tangible benefits, as well. "The molded foam backing – as much as an inch-and-a-half – prevents air and sound from traveling through it," Chris continues. "It's much more solid and won't flex like vinyl siding and is 500% more impact resistant."

ENERGY SAVINGS GUARANTEED

With 20% savings in energy costs guaranteed, CedarMAX practically pays for itself! The 20% energy savings guarantee comes with your CedarMAX Thermal Siding™ Lifetime Plus Warranty. CedarMAX will keep your home warm in winter and cool in summer for year-round comfort and guaranteed savings!

Available in a wide range of designer colors, CedarMAX has a color that will look great on your home. And with installation by Exterior Home Improvement, you know the job will be done right.



"A lot of guys out there working out of the back of their truck look for ways to cut corners," says Chris. "They just put new siding right over the old. We won't do that. First, we remove the old siding, then put up a Tyvek barrier. Finally we install a quality product from a quality manufacturer."

According to Chris, homeowners are very pleased. "Customer feedback has been very positive. Every customer whose house has had CedarMAX put on it loves the siding."



Chris Gum
EHI

MORE THAN A ROOF... A ROOFING SYSTEM

SO IT'S TIME FOR YOU TO REPLACE THE ROOF OF YOUR HOME. WHAT'S NEXT?

Well, if you want assurance you'll get a quality product at a competitive price you'll pick up the phone and call Exterior Home Improvement.

"We're not the cheapest," says Bret Wells of EHI. "In fact, I preface every estimate that we're not going to be lowest cost. But if you're looking for a quality product and a company that stands behind the installation, then I think we're the better choice."

EHI has earned the MasterElite certification from GAF, one of the leading manufacturers of roofing materials.

This certification assures homeowners that they're not just having shingles put on; they're having a GAF Weather Stopper® Integrated Roofing System™ installed. All materials and the way they're installed have been designed and engineered to provide the most durable protection available for your home. This system is so well-respected, it's earned the Good Housekeeping Seal! EHI installers have been thoroughly trained and must maintain ongoing education to ensure they're up-to-date with the very latest technology.



"The GAF product is from the only company that uses a roofing system," explains



Steve Smalley. "This system helps prevent leaking and the appearance of mold. Like all our products, it's among the best we can find."

Backed by GAF and by EHI, this system will provide decades of protection for your home. And peace of mind for you. "If you have an issue, we're always available," Bret adds. "We're a premium company and we put up a premium product. One we're proud to stand behind."



Bret Wells
EHI

CedarMAX is...

FIRE RESISTANT

CedarMAX is UL-listed and approved for fire-rated construction systems with a Class A fire rating. It doesn't support combustion, is self-extinguishing and doesn't contribute fuel to a fire.

NEVER NEEDS PAINTING OR CAULKING

CedarMAX never needs painting and it looks great year-round. If you just want to clean it, it can be occasionally sprayed off with a garden hose or pressure washer. And because it never needs painting and caulking, which can cost up to \$5,000 to \$7,000 dollars per painting, your savings will quickly add up!

ENERGY EFFICIENCY, IMPACT RESISTANCE AND OUTSTANDING STRENGTH

This is a very durable, energy efficient exterior wall siding solution for your home. With CedarMAX you don't have to worry about hail, warping, cracking, peeling, or fading. Plus CedarMAX carries insulation values that meet or exceed Energy Star requirements!

Plus, CedarMAX:

- Will not absorb water or vapor and is not susceptible to freeze thaw cycles
- Up to R4 insulation value (4 times cement board) guaranteed for life!
- Borax additives help to prevent termite nesting
- Mold and mildew additives help prevent mold and mildew growth
- "Breathable" wall system unlike Fiber cement products that absorb moisture
- Noise reduction significantly reduces noise transmission
- Real "Lifetime Warranty" that covers labor and materials against fading, cracking, peeling, flaking, and warping