

August 1, 2011

John Boettcher
Pioneer Roofing, Incorporated
151 Maple Street
Johnson Creek, WI 53038

Dear John,

Congratulations on being honored with Carlisle's **Perfection Award**. You've earned this distinction based on a series of metrics including installation quality and warranty claim performance. Less than 5% of contractors in the US and Canada, those who have demonstrated a commitment to the highest-quality installations, have been honored with this recognition.

Carlisle maintains detailed records of every Authorized Applicators' warranty claims history. Each year, the Perfection Award will recognize those roofers whose exceptional installation quality results in a warranty claim performance that ranks in or above the top 5% of all US and Canadian applicators. Perfection Awards are not assigned on the basis of sales volume; rather, applicators of all sizes will be considered based on their history of high performance on Carlisle installations.

Carlisle SynTec appreciates contractors that share its values - who not only work toward excellence but also strive for perfection. We believe our premium products deserve top-quality installation, but it is up to our contractors to exemplify this belief in the field. That's exactly what Pioneer Roofing, Incorporated has done. On behalf of Carlisle, please accept my sincere thanks for your commitment to Carlisle and your dedication to top-quality applications.

With warm regards,



Nick Shears
Vice President, Sales & Marketing