

James Hardie Building Products, Inc.
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For Immediate Release

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James Hardie Unveils New Website, Brand to Inspire Homeowners and Builders

New website inspires users to experiment with color and design

CHICAGO (Dec. 2, 2014) – James Hardie, the leader in fiber cement siding, announced today the launch of its new website. The new JamesHardie.com reflects a refreshed James Hardie brand creative and positioning, and aims to be a consultative resource to its visitors, ready to assist them through every step of the exterior design process. It is intended to inspire, educate and engage homeowners; and by extension, builders, contractors, developers and architects.

To provide guidance on creating home exteriors with aesthetic integrity, James Hardie partnered with industry-leading color and design professionals to provide tips on selecting colors and choosing products to reflect a home's true architectural style. The new website encourages visitors to explore all of the color and possibilities of James Hardie's complete siding and trim collection, motivating users through beautiful imagery and product photography of home exteriors.

At JamesHardie.com, users can:

- Play with color and design, and get tips for mixing and matching palettes
- Read testimonials from other James Hardie customers
- Learn about authentic design and architecture unique to neighborhoods across North America
- Save images and content to a personal "Idea Center"
- Learn about the strength and durability of James Hardie products that are specifically engineered to withstand damage from a home's local climate
- Get tips on how to choose a contractor or builder to start a project

"Our refreshed brand creative is meant to communicate the functional and aesthetic integrity of our industry-leading fiber cement siding and exterior products. We offer unique, highly-engineered formulations and finishes designed to perform under a variety of environmental conditions," said John Dybsky, senior marketing manager at James Hardie. "We've curated a collection of textures, styles and colors that give people the power to create homes they have always dreamed of. Not only can consumers and trade professionals know James Hardie is synonymous with durability and performance, but also beauty and high design."

James Hardie understands that homeowners and builders see their homes as a reflection of themselves. While owners want to create a space to gather the people and things that matter most, builders view a home as a place to showcase their design expertise and craftsmanship. The site allows for consumers to learn about exterior home design in order to better articulate their wants and needs to a building professional before new construction or renovation takes place.

To learn more about James Hardie, visit: JamesHardie.com.



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About James Hardie Building Products, Inc.

James Hardie is the global leader in fiber cement technology, and has been furthering founder James Hardie's innovative, entrepreneurial legacy around the world for more than 125 years. It invented fiber cement siding products in the early 1980s as a durable, lower-maintenance alternative to wood and vinyl. Its products combine innovation and versatility to offer a variety of design possibilities, matched with specific performance attributes relative to the climate where the product is being used. Currently installed on more than 5.5 million homes in North America, James Hardie has earned a favorable reputation within the industry and has been specified in some of the country's most prestigious projects. For more information about James Hardie visit <http://www.jameshardie.com>.