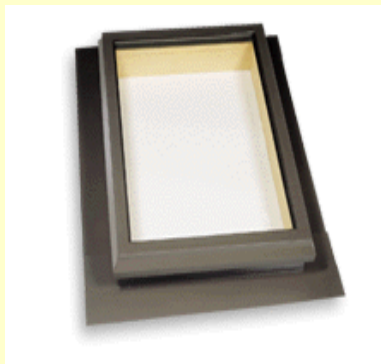


Starlight Skylights Industry News

July 13, 2009
Issue 5

Ray Hollowell, President of ORCA Manufacturing Inc.
Keith Walsh, National Sales Manager



President's Note:

At the beginning of the year I indicated that "our New Year's Resolution/Promise at Starlight Skylights is to continue to grow by differentiating our business without losing the quality and service with which you have become accustomed." The last few issues of our Industry Updates we have focused on the growth of our company by introducing you to new sales people, new programs (Certified Installer Program), and new products (Oasis Quick-Link).

This industry update we continue to follow the same trend introducing you to the newest division of Starlight Skylights, Starlight Canopy

Systems, and our continued improvement of our product offerings. As usual we discuss the latest "green issues" touching upon Tax Credits which has been at the forefront of our customers' minds.

I hope that this newsletter offers you new answers in this difficult economy and continues to provide you with new option for your business to grow. We look forward to growing with you.

"Quality and Service...What Else Is There?"

Ray Hollowell - President

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AIA Classes ARE AVAILABLE:

- ◆ To schedule a class please contact your Starlight Skylight Sales Representative or email:
keith@starlightskylights.com

News and Notes:

SEEKING REPRESENTATION:

Starlight Skylights is currently seeking representation in select territories. For more information please email: keith@starlightskylights.com.

AIA PRESENTATIONS:

Starlight Skylights has partnered with one of our top supplier and is certified to give AIA presentations to builders/architects and provide continuing education points. If you are interested in an AIA presentation please contact your Starlight Skylights sales representative. To schedule a AIA presentation please contact your

local territory sales manager or email: keith@starlightskylights.com.

CERTIFIED INSTALLER CLASSES:

A few distributors/contractors have recently taken advantage of Starlight Skylights Certified Installer Classes. Contractors/Installers involved in the Starlight Skylight Installer Program receive many benefits including extended warranties, direct quotes, and marketing assistance. If you would like to sign up for a certified installer class please contact your local territory sales manager, your local distributor, or contact: keith@starlightskylights.com.

- **Keith Walsh, National Sales Manager**

Green Pockets: Starlight Skylights Tax Credits?

Over the last several months we have received multiple questions regarding whether or not Starlight Skylights currently qualifies for the tax credit the government is offering for “green” products used during remodeling. The answer is both simple and complicated.

The current program guidelines indicate that “As of June 1, all products must meet U-factor and Solar Heat Gain Coefficient (SHGC) maxima of 0.30. Please note this is NOT the revised guidance document, which constitutes the final word from the IRS on how the tax credit will be implemented. The IRS plans to issue the revised guidance document later this year. Additional information will be posted as it is made available.”

The simple answer is **YES** Starlight Skylights can customize our units by using insulated glass units that meet the above

performance criteria. The complicated portion involves how the final IRS ruling will be implemented and thus we cannot guarantee those units will qualify for the tax credit.

However, what should be stressed is that our units will place **green** back in homeowners’ pockets regardless of whether or not the government does. Starlight Skylights provide dramatic effect to homes through bright natural lighting while also optimizing energy performance; our units help reduce the need for artificial lighting increasing **energy savings**. All of our units are available in custom sizes, shapes, colors, and come with a wide variety of glazing options including **Low-E**. Starlight Skylights come standard with “Super Spacers” making each unit even more **energy efficient** because of their **superior thermal performance**. After installing a Starlight Skylights unit your neighbors will be **green** with envy. **HAPPY SAVING!**

- **Keith Walsh, National Sales Manager**

Introducing: Starlight Canopy Systems

At Starlight Skylights we would like to apologize for keeping all of our capabilities a secret from our customers. Over the last few years we have been efficiently growing a side of our business that, until now, we have not publicized. We are pleased to announce Starlight Skylights newest division Starlight Canopy Systems.

In our last *Industry Update* we introduced you to our newest product **Oasis Quick-Link Patio Roofing System**, what we did not touch upon were all of the capabilities that Starlight Skylights has available to our customers for residential and commercial canopy and patio systems. From large commercial projects to small DIY, we have a system and the installation accessories that best suit your needs. Starlight Canopy Systems are designed to accept a variety of glazing materials including insulated glass, acrylic panels,

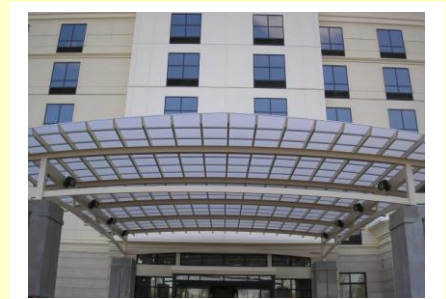


multiwall polycarbonate panels and many more. Starlight Canopy Systems can provide shop fabrication and design services at various levels. You can choose the level of service based on your individual needs and skills including Starlight Canopy Systems’ assistance to assemble project management team. Our mission has always been focused on our customers’ growth and this new division will allow all of our customers to increase their capabilities and offerings. **HAPPY GROWING!**

- **Keith Walsh, National Sales Manager**



“At Starlight Skylights we would like to apologize for keeping all of our capabilities a secret from our customers.”



Introducing: Starlight Skylights Flashing Kits

Starlight Skylights is pleased to announce another new product: **“Starlight Skylights Curb Mount Flashing Kits.”** The kits offer everything needed to completely re-flash existing or new curbs and make them watertight including: aluminum welded flashing to fit your curb perfectly, and weather stripping for the top of the curb. The kits were designed to help contractors complete jobs more time efficiently. As a reminder, because of the way Starlight Skylights deck mount units are designed separate flashing kits are not needed and install in a fraction of the time of our top competition.

Starlight Skylights Curb Mount Flashing Kits are available for Starlight Skylights standard sized Curb Mount Units and can also be customized to fit any sized curb up to 8’ wide. Please contact your local territory sales manager for more information or email: keith@starlightskylights.com.

HAPPY ORDERING!

- **Keith Walsh, National Sales Manager**

*“Be passionate,
be consistent,
be valuable,
and above all
ENJOY THE
RIDE.”*

What a Rollercoaster!

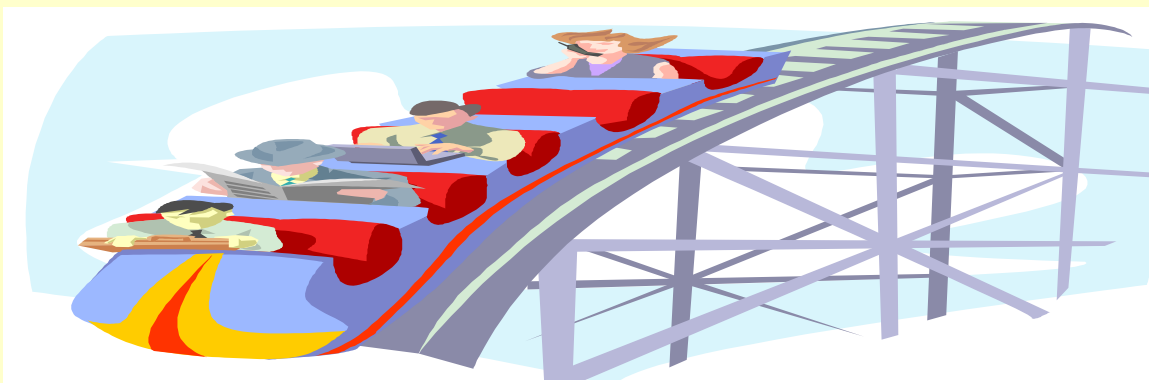
I have to admit, I am a thrill seeker. Every summer I have to at least go to 1 new amusement park and stand in a 3 hour line for the newest, scariest, fastest, and biggest rollercoaster in the world and by the end of the 37 second ride I am usually out of breath and unsatisfied. These past few years have been the longest, toughest, and scariest rollercoaster ride in any of our professional lives and no matter how loud we yell “I want to get off” we are stuck on this ride. So what can we do about it?

Well some of you might think I’m just going to close my eyes and pretend to enjoy the ride, while others might say I’m just going to SCREAM, but the companies that will succeed in this not-so-fun ride will be the companies that do not panic, find a way to continue to improve their value

and had a good business plan in place before they got on this ride.

How was your plan? Regardless of how you answered, the good news is: “It’s not too late.” If you are still on this ride that means your business is still alive and you have time to make your company valuable before this thrill comes to a halt. Don’t attempt to catch the company in the front cart attempt to move to the cart in front of you and continue to move up the ride. There will certainly be some scary moments but during this remember to be passionate, be consistent, be valuable, and above everything else **ENJOY THE RIDE!**

- **Keith Walsh, National Sales Manager**



News and Notes:



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“Quality &
Service...What Else
Is There?”

We're on the Web!
www.starlightskylights.com

Certified Installers:

Starlight Skylights is pleased to announce our newest Certified Installers. The installers listed below can now offer homeowners a promise of “quality and service,” and “worry free installation” while also taking advantage of the many additional benefits offered to our Certified Installers including marketing assistance, extended warranties, and homeowner leads, and online quotes.

- **Dryhome Roofing:** has been serving Fairfax County of VA for over 20 years and their commitment to customer satisfaction has remained that same. They are committed to providing their customers with quality work while promoting an honest and reliable service.
- **Katchmark Construction :** has been serving commercial and residential customers throughout the Washington D.C. Metropolitan areas

for over 20 years. At Katchmark, they believe their job is not complete until their customer is satisfied.

- **Chapman Windows & Doors:** a family owned business that has been serving the Greater Philadelphia Area for over 15 years stands for 4 things: Hard work, Attention to Detail, Integrity, and a Sense of Pride.



SUMMER SIZZLERS...



Multiple Summer Savings Available - Distributors Contact Your Local Sales Reps.
Contractors Contact Your Nearest Preferred Starlight Skylights Dealer For Savings!!!