

### Hardie® Reveal™ Panel offers affordable, ready-to-use panelized solution for modern building design

**MISSION VIEJO, Calif. (December 9, 2009)** The trend toward contemporary design for multifamily and commercial buildings has increased dramatically over the past few years, challenging architects to find a cost-effective panelized solution with the flexibility to express their individual design vision. James Hardie Commercial, a division of James Hardie Building Products Inc. (NYSE:JHX), is introducing a new durable, sustainable, affordable, and ready-to-use panel solution to meet today's modern design needs.

Hardie® Reveal™ Panel – made using the latest in fiber cement technology – offers a contemporary look coupled with quality and long-lasting durability. It's 40% thicker than residential fiber cement panels, creating a deeper "reveal." Since wait time for curing isn't required, Hardie® Reveal™ Panel can shave weeks off of the construction timeline while allowing for a cleaner, faster install without the clean up hassles often associated with using Stucco and EIFS (Exterior Insulation and Finish Systems).

"Until now, 'expressed' joints panelized design has been considered both expensive and challenging to install. James Hardie is the first to offer a U.S. manufactured fiber cement panel created specifically for this use," said Martin Whitehead, Director of Market Development for James Hardie Building Products. "At last, architects can achieve a contemporary look that is now more durable, affordable and ready-to-use for their multifamily, light commercial or institutional building design needs."

Guesswork in creating an effective, modern panelized look is virtually eliminated when Hardie® Reveal™ Panel and Reveal™ Trims are used together. Installation is also made easier with fastening options. Reveal™ Panel and Reveal™ Trims products can be applied directly to HardieWrap™ or other water-resistant barrier or sheathing.

Committed to the environment, James Hardie uses only the finest raw materials to manufacture its sustainable products. Qualifying for the LEED rating system for the use of regional material, James Hardie's fiber cement panels are made from wood pulp, sand, cement and water, typically extracted and processed near each manufacturing facility. Hardie® Reveal™ Panel meets the AIA's (American Institute of Architects) sustainability principle of "long life, loose fit." Architects who design toward a low carbon footprint can appreciate the Hardie® Reveal™ Panel for its longevity and sustainability.

Leveraging the innovation of The HardieZone System™ – siding that is engineered for each region's unique climate - Reveal™ Panel gives architects the ability to put the optimum panel exterior on their project regardless of location. Like all James Hardie fiber cement building products, these panels are resistant to damage from insects, moisture, extreme temperatures and harsh weather, and are also non-combustible. Reveal™ Panel is protected by an exclusive 30-year, non-prorated, transferable, limited warranty.

James Hardie Commercial's panelized solution can be individualized on-site to specific sizes and colors to meet design and construction needs. Color can be field painted to almost any color, taking into consideration the appropriate finish for the climate zone. James Hardie's ColorPlus® Technology offers the most innovative application and finishing on the market proven to last up to two times longer, has 30% better fade resistance and adheres up to 400% better than any other paint available. In 2010, Reveal™ Panel is expected to be available as a pre-finished product using ColorPlus® Technology in as many as 26 different colors chosen to cater to the cultural, architectural and environmental factors of each region.

For more information about Hardie® Reveal™ Panel, visit [www.jameshardiecommercial.com](http://www.jameshardiecommercial.com).

### About James Hardie Commercial

In January 2009, James Hardie Building Products Inc. (NYSE:JHX) introduced James Hardie Commercial. Leveraging more than 100 years of James Hardie's international experience and success, James Hardie Commercial serves the needs of U.S. multifamily and commercial architects and builders by providing world class support and a range of services to help improve quality, reduce costs and ensure Best Practice installations. James Hardie Commercial offers both siding and panel solutions that range from durable, value options to higher-end, architectural grade products featuring the refinement and sophistication necessary for highly artistic commissions. James Hardie Commercial recently unveiled two new panel products: Hardie® Reveal™ Panel and Artisan® Matrix™ Panel. These products bring a range of features and benefits to light commercial architecture, including expanded design flexibility, a wide variety of color combinations, visual appeal, and easy installation. For more information, visit [www.jameshardiecommercial.com](http://www.jameshardiecommercial.com).