

## PREMIER ROOFING DEALER PROGRAM GUIDELINES

These Premier Roofing Dealer Program Guidelines (these “**Program Guidelines**”) are part of your Premier Roofing Dealer Program Participation Agreement (“**Agreement**”) with GAF regarding your participation in the Premier Roofing Dealer Program (“**Program**”). From time to time, GAF may update, some or all of, these Program Guidelines by posting an updated version to [https://www.gaf.com/PRD-Program Guidelines](https://www.gaf.com/PRD-ProgramGuidelines) (or another location specified there). It is your responsibility to review the Program Guidelines periodically to ensure that you are familiar, and complying, with the most recent version. Capitalized terms used but not defined in the Program Guidelines will have the meanings set forth in your Agreement.

### I. Program Eligibility

For you to be eligible to participate in the Program, during the 12 months preceding the Starting Date, you must have purchased, in the aggregate at your Participating Locations, Qualifying GAF Products (as defined below) valued in an amount equal to at least \$25,000.00, excluding sales tax, shipping and handling fees, discounts, returns and refunds.

For you to remain in good standing and continue to participate in the Program, during each Contract Year, you must purchase, in the aggregate at your Participating Locations, Qualifying GAF Products valued in an amount equal to at least \$25,000.00, excluding sales tax, shipping and handling fees, discounts, returns and refunds, in the aggregate at your Participating Locations during each Contract Year; provided, however, if the first Contract Year covering your participation in the Program is less than 12 months, the minimum spend requirement will be pro-rated to reflect the number of days such Contract Year was in effect.

### II. Program Portal

In connection with the Program, GAF may make available to you certain proprietary and/or licensed computer programs and associated materials, content, data, and documentation via a website and/or mobile application that are hosted by, or on behalf of, GAF. Such computer programs and associated materials, content, data, and documentation, and any updates to the foregoing are referred to herein as the “**Program Portal**.” In using such a Program Portal, you will be required to create an account for you and your users (your “**Portal Account**”). You may be able to use the Program Portal to submit claims to earn and redeem Points (as defined below). Your access to and use of the Program Portal is not governed by, or subject to, this Agreement, even if such Program Portal is only available to you as a result of your membership in the Program, but rather, they are subject to the terms and conditions you accept through the Program Portal.

### III. Qualifying GAF Products

The GAF products that qualify for Points (“**Qualifying GAF Products**”) may be found on the Program Portal. From time to time, GAF may change the Qualifying GAF Products. It is your responsibility to review the list of Qualifying GAF Products periodically to ensure that you are familiar with the most recent version before you make a purchase.

### IV. Points

A. Earning. You may earn 1.0% back in the form of points (“**Points**”) for every dollar you spend on purchases of Qualifying GAF Products, excluding sales tax, shipping and handling fees, discounts, returns and refunds, during each Contract Year. You may also earn 1.0% back in the form of Points for every dollar you spend on purchases of Qualifying GAF Products, excluding sales tax, shipping and handling fees, discounts, returns and refunds, during the ninety (90) days preceding the start of the first Contract

Year. Points earned for a qualifying purchase that is returned or canceled may be deducted from your Portal Account. To submit a claim to earn Points, you must login to your Portal Account, click submit Invoice, and follow the instructions for submitting proof that you purchased Qualifying GAF Products, such as invoices and receipts. GAF may provide alternative methods for submitting proof of purchase at its discretion. All claims must be submitted by March 31 of the Contract Year following the Contract Year of your purchase, and no Points will be awarded if you fail to do so. GAF will attempt to post Points for approved claims to your Portal Account within ten (10) business days of the date on which we receive a claim. If a claim is not approved, you will receive a notification via email. Always keep proof of purchase for your records.

POINTS DO NOT CONSTITUTE PROPERTY OF YOURS AND HAVE NO CASH VALUE. POINTS MAY NOT BE BOUGHT, SOLD, AUCTIONED, TRADED, BARTERED, COMBINED, ASSIGNED, CONVEYED, OR TRANSFERRED, UNLESS EXPRESSLY AUTHORIZED BY GAF IN ITS SOLE DISCRETION.

B. Special Promotions. From time to time, we may offer you the opportunity to earn bonus Points through special promotions (each, a “**Special Promotion**”). Special Promotions offered in connection with the Program are subject to additional terms and conditions (“**Special Promotion Terms**”). Such Special Promotion Terms shall form part of this Agreement for all purposes of such Special Promotion. To the extent that there is any conflict between Special Promotion Terms and another portion of this Agreement, the Special Promotion Terms will control any matter relating to the applicable Special Promotion.

C. Limitations. You are not eligible to receive Points at any of your Participating Locations if you or any of your Affiliates have a Pro-Grade Master Distributor Program Participation Agreement in effect with GAF.

D. Credit and Deduction. You are responsible for ensuring that Points are properly credited to and deducted from your Portal Account. Any claim for Points not credited to your Portal Account must be received by GAF within three (3) months of the date on which the relevant claim was submitted. Any claim for Points incorrectly deducted from your Portal Account must be received by GAF within three (3) months of the date on which the Points were deducted. GAF will review such claims and will determine in its sole discretion if Points were not credited to or were incorrectly deducted from your Portal Account. GAF reserves the right to require information such as copies of claims submitted, proof of purchase, or any other information that GAF deems relevant. If GAF determines in its sole discretion that it failed to credit Points or incorrectly deducted Points from your Portal Account, your sole and exclusive remedy shall be GAF issuing to your Portal Account the Points not credited to or incorrectly deducted from your Portal Account, if your Portal Account still is open. GAF reserves the right to deduct Points from your Portal Account at any time if it determines that Points were improperly credited to your Portal Account.

E. Redemption. To redeem Points, you must login to your Portal Account, click “redeem points” and follow the instructions. One (1) Point may be redeemed for one (1) dollar. Points are redeemable in whole-Point increments only. Points may be redeemed for an electronic Automated Clearing House (ACH) System deposit into your business checking accounts that are held by a financial institution located in the United States or Canada only. GAF may provide alternative methods for redeeming Points at its discretion. You may redeem a minimum of five hundred (500) Points and a maximum of two hundred fifty thousand (250,000) Points per redemption.

F. Cancellation of Points. Upon the effective date of the termination of your Agreement, all Points in your Portal Account will be canceled and forfeited without any obligation or liability by GAF.

## **V. Other Program Benefits**

While you are in good standing in the Program, you may also receive the following benefits:

- Listing on GAF.com Dealer Locator
- Access to GAF Incentives Dashboard
- Access to GAF Learning Portal
- Access to Customizable Advertising Templates
- Access to GAF StoreFront
- Access to Dealer Resources on [gaf.com](http://gaf.com)
- Quarterly Newsletter Subscription

From time to time, GAF may change or discontinue any of the Program benefits by updating these Program Guidelines.