

Date: September 2, 2016

Message sent on behalf of Steve Bresnahan, VP Americas, Architectural Specialties:

Effective immediately CUSTOM SOUNDSOAK is being put on indefinite. Armstrong's Standard Soundsoak business will not be affected. The product quality and availability out of our Marietta facility are consistent with Armstrong's high standards.

REASON- We have experienced a number of disruptions in material availability, poor fabric adhesion, diminished manufacturing capacity, increased cost, and internal plant scrap rates that make the current business model unsustainable. We are not currently able to provide the type of service and quality on which Armstrong's customer rely.

CUSTOM SOUNDSOAK – It is important to understand this announcement applies to Custom SoundSoak only.

PROCESS AS OF TODAY – We will continue moving forward with our current commitments as best as we can.

- Orders currently in house will be processed and completed. Project Coordinators and Melvin Pullen will oversee this process and keep customers informed of the order status and they will inform the responsible Armstrong Representative if any order is to become a MIP (ship late).
- Future orders being placed because the contractor has relied on a commitment for price will be honored. These committed orders will be reviewed by Melvin Pullen and lead times will probably be moved out depending on feedback from manufacturing.

QUOTATIONS – Again we are placing CUSTOM SoundSoak on indefinite, because of reasons listed above that interfere with servicing our customers, we are not getting out of the business:

- Therefore, if a project can live with an extended lead time, we will continue providing quotations for RFQ's.
- Orders received during this period of INDEFINITE will be discussed with manufacturing to provide extended lead times and we will give our customers a 72 hour option of cancelling orders.

Fixing this problem is a priority and I will update you as soon as the issues are resolved. If you have any questions contact:

- Melvin Pullen (717) 396 - 5796
Or Steve Bresnahan (717) 396 – 5508