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February 23, 2021

To our extended Elite Family:

We are pleased to announce that Elite Roofing Supply will be opening its 18th branch in gorgeous San Juan Capistrano, CA! This is Elite's 4th branch in Southern California. Under Jim Estrada's leadership, and with Steve Whipple as Regional Vice President, we will be serving San Juan Capistrano and the surrounding area. Our new branch will occupy a great location right off I-5. With 1 acre and a fleet of 2 trucks, 1 mounted lift and 1 yard lift, we will be ready to officially open its doors on April 1st, 2021.

"We're beyond thankful for the opportunity to expand our footprint in Southern California, despite these unprecedented times. Our commitment to the roofing community is unwavering, and we have no doubt Jim will be an incredible representation of that." – Greg Russell, Senior Vice President, Vendor Relations

Jim has been part of the roofing distribution industry for over 30 years, so it's likely many of you have already come in contact with him at one point or another. Prior to Elite, Jim spent his time as a Territory Manager, where he partnered with roofing contractors in Orange, San Diego, Riverside and San Bernardino counties, and later throughout Southern California as a whole. Jim joined Elite three years ago as an Outside Sales Rep for our Orange, Corona and Lynwood branches, and hit the ground running from day one. Steve Whipple, RVP, recently noted, "We're excited to be opening another Elite branch in Southern California with Jim. He's a well-respected, seasoned veteran in the roofing industry with an eye for providing solutions. We look forward to serving our customers in the Elite way with great success in San Juan Capistrano!"

Here is the new branch address and Jim Estrada's contact information, for your records:

- 33046 Calle Aviador, San Juan Capistrano, CA 92675
- jestrada@eliteroofingsupply.com | Cell: (949) 616-0739

When asked for her thoughts on the new branch opening, Sarah Weiss, CEO & President, explained, "We're eager to expand our footprint in Southern California, and are confident in Jim's proven ability to wow customers and be a reliable leader for his new team. At Elite, we open a branch when we find the right person and a market that is looking for an independent distributor to serve their commercial and residential needs. Jim's been a valuable part of Elite for years and possesses the skills necessary to service our contractors the way they deserve."

We are thrilled to officially announce Jim's promotion from Outside Sales to Managing Partner and look forward to all that 2021 has in store!

Sincerely,

Sarah Weiss, CEO & President