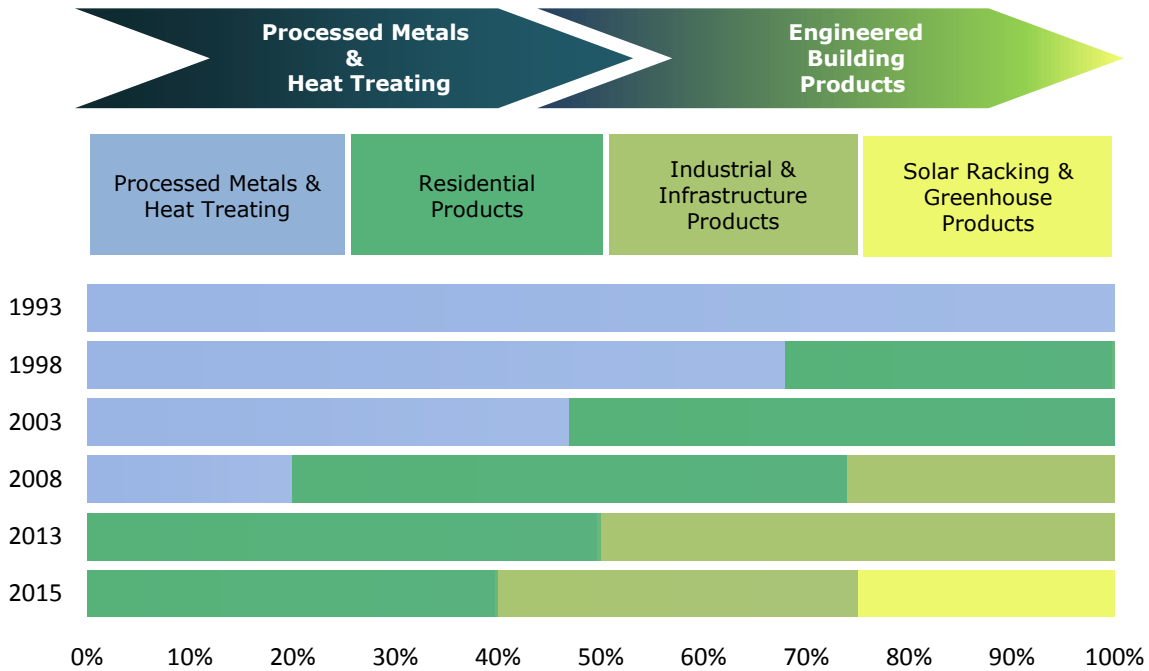


Gibraltar Industries Business Strategy

Gibraltar is diligently focused on increasing its value by investing in growth initiatives, providing innovative products & excellent service to its customers, increasing its operational efficiency, as well as adapting its business strategy to changing market conditions. Adapting to changing market conditions has led to the Company to strategically transition itself over the past 20 years from its original U.S. metal processing business to an international manufacturer and distributor of engineered building products. This transition – accomplished through both acquiring and divesting businesses and product lines – has resulted in Gibraltar’s current participation in markets with excellent long-term growth prospects and stronger competitive positions among its product categories which positions it to capitalize on market opportunities and accelerate its growth and financial returns.

The following representations show the evolution of the products manufactured and distributed by Gibraltar as it transitioned from a metal processing business into an international provider of diversified building products.



The following chart identifies the Company’s current reporting segments and their major product categories.

