



Marketing Bulletin

October 5, 2006

To: GenFlex Distributors
GenFlex Authorized Contractors

Since the sale of GenFlex Building Products, we have received many questions from you, our valued customers, regarding the future operations of the company. The following are answers to several of the most frequently asked questions:

Q: What is going to happen to the GenFlex brand?

A: The GenFlex brand will remain a separate product line. It is our intention to invest in and grow the brand. In the months to come, you will see enhanced packaging and new products added to the line.

Q: I am a distributor of GenFlex products. Will the change in ownership effect me?

A: We intend to retain all current supportive distribution. Over the next 60-90 days, we will be implementing strategies that will increase the attractiveness of the GenFlex brand to distribution. This will allow us to expand our distribution base to better serve GenFlex Authorized Contractors.

Q: How do I place an order?

A: Orders are still to be placed through your Customer Service Representative in Maumee, OH. All contact information, phone, fax and e-mail addresses are the same. You will be notified well in advance of any change in contact information.

Q: Have payment procedures changed?

A: Payments to GenFlex will continue through the existing process for the next few weeks. Eventually, we will direct payments to a new location. You will be advised well in advance of this change and invoices will be clearly marked.

Q: I like my Field Technical Representative. Will there be any changes with inspection services?

A: Their duties have not changed and we have successfully retained all Field Technical Representatives except those in Texas and Arizona. We will immediately realign field technical coverage to ensure those in Texas and Arizona continue to have the prompt, professional field technical services expected.

Q: What happens to the Straight A and Winner's Circle contractor programs?

A: These programs will continue and we are looking forward to hosting our Winner's Circle Advisory Board in Cancun next February. We are also evaluating ways to enhance these programs in the future.

Q: What about GenFlex Roofing System warranties?

A: GenFlex Roofing Systems, LLC has assumed the warranty obligations relating to all warranties currently in affect.

Q: What is happening with the GenFlex sales organization?

A: Over the next few weeks, we will be transitioning to an in-house, salaried sales force. This will allow GenFlex to further differentiate itself from our competition with field sales 100% focused on our brand, our strategies and service to our customers. Those interested in joining our team may submit resumes to the GenFlex office at 1722 Indian Wood Circle, Suite A, Maumee, OH 43537.

Q: Who do I contact about any additional questions I may have?

A: Please contact your GenFlex Regional Sales Manager.