

WHAT'S NEW

PRICE INCREASE

TO: GENFLEX VALUED CUSTOMERS

FEBRUARY 24, 2012

RE: Price Increase Announcement

Due to volatility in the world markets, and the increase in the prices of our petrochemical raw materials used to produce roofing products, GenFlex must announce a price increase on our TPO membrane and accessories, as well as our polyisocyanurate insulation products.

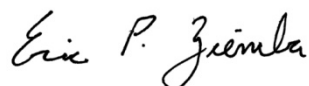
Price Increase and Effective Date

<u>Product Line</u>	<u>Date of Increase</u>	<u>% Increase</u>
TPO Membrane & Accessories	April 2, 2012	up to 5%
Polyisocyanurate Insulation	April 2, 2012	up to 5%

- *Orders must be received by March 19 and scheduled to ship by March 30 for the pre-increase price.*
- *Pricing will be effective at time of shipment.*
- *Existing quotes will be honored; however prices will not be extended.*
- *Contractors should continue to make use of price escalators in their contracts to further protect themselves from unpredictable raw material volatility.*

We appreciate your continued support of GenFlex Roofing Systems. If you have any questions, please contact your local territory sales manager.

Sincerely,



Eric Ziemba
General Manager

