

# WHAT'S NEW: GenFlex Sales Realignment

January 12, 2009

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors

Subject: GenFlex Sales Realignment

I am pleased to inform you of some important changes to the GenFlex Sales Territories and growth of our Sales Team to better serve you. Here is an overview of these changes which took effect on January 1.

A necessary part of our evolution involves utilizing the experience and talent of our field sales organization where they can be most effective. The five changes described below are shown on the accompanying U.S. Domestic Sales Territories Map.

- ▼ The Gulf States has been renamed the Southeast Territory, with South Carolina and Louisiana being added. Chuck Steiner remains the Sales Manager for this area.
- ▼ The South Central Territory has been changed by adding New Mexico, Colorado and Utah, and deleting Louisiana and Arkansas. Sean Hinton, formerly our West Territory Sales Manager, now has responsibility for the South Central.
- ▼ Arkansas has been added to the Midwest Territory. Mike Harvey remains responsible for this area.
- ▼ The Southwest Territory has been renamed the West Territory. Ben Rucka remains the Sales Manager for this area.
- ▼ We have renamed the remaining part of the former West the Northwest Territory. We will be naming a Territory Sales Manager for that area as soon as possible. In the interim, please contact Sean Hinton for any needs you may have.
- ▼ The areas of responsibility for our Technical Advisors and Customer Service Representatives have also changed to go along with these field sales realignments. Please refer to the accompanying Technical & Customer Service map.

To go hand in hand with the revised territory layouts, I am very excited that let you know that the Sales Team itself continues to grow with the addition of two more Territory Sales Managers.





Mike Gowl joins GenFlex as Southeast Territory Sales Representative based in the Tampa area. He reports directly to Chuck Steiner, and he will concentrate primarily on growing our business in the State of Florida.

Mike is a native of Maryland and attended Salisbury University. Most recently he was a Sales Representative for Knight Celotex, where he managed roofing products territories in the Northeastern and Southeastern United States.

We are anxious for our customers in the Southeast to meet Mike and experience firsthand the formidable team we have put together in that area. We are fortunate to be able to add Mike's abilities and "can-do" attitude to our team as we continue to grow our business in this key market. Mike can be reached at (727) 793-5911 or [GowlMichael@GenFlex.com](mailto:GowlMichael@GenFlex.com).



Joining Sean Hinton in the South Central as Territory Sales Representative based in the Houston area is Heath Pocock.

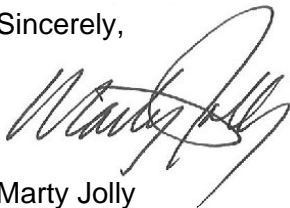
Heath is a native of Texas and attended Texas A&M University where he studied Architecture. Heath has a wealth of distribution, contracting and specification experience. Most recently, he served as a territory sales representative for a national roofing insulation manufacturer.

In his new role, Heath will keep himself very busy covering the State of Texas, where his vast technical knowledge and sales experience will be a tremendous boost to our sales there. Heath can be reached at (832) 533-6138 or [PocockHeath@GenFlex.com](mailto:PocockHeath@GenFlex.com).

This is all part of our continual efforts to refine and grow our business by being in the places where you need us the most. If you have any questions concerning these changes, please contact your GenFlex Territory Sales Manager or Territory Sales Representative.

Thank you for your continued support of GenFlex.

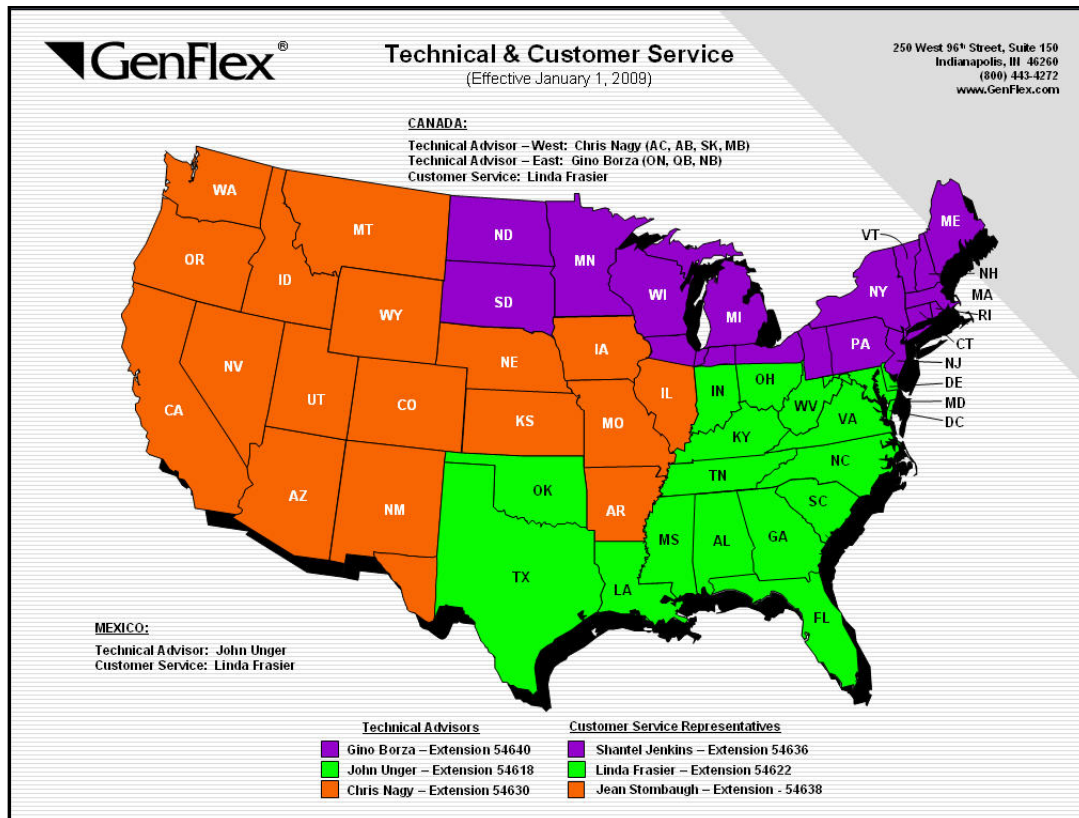
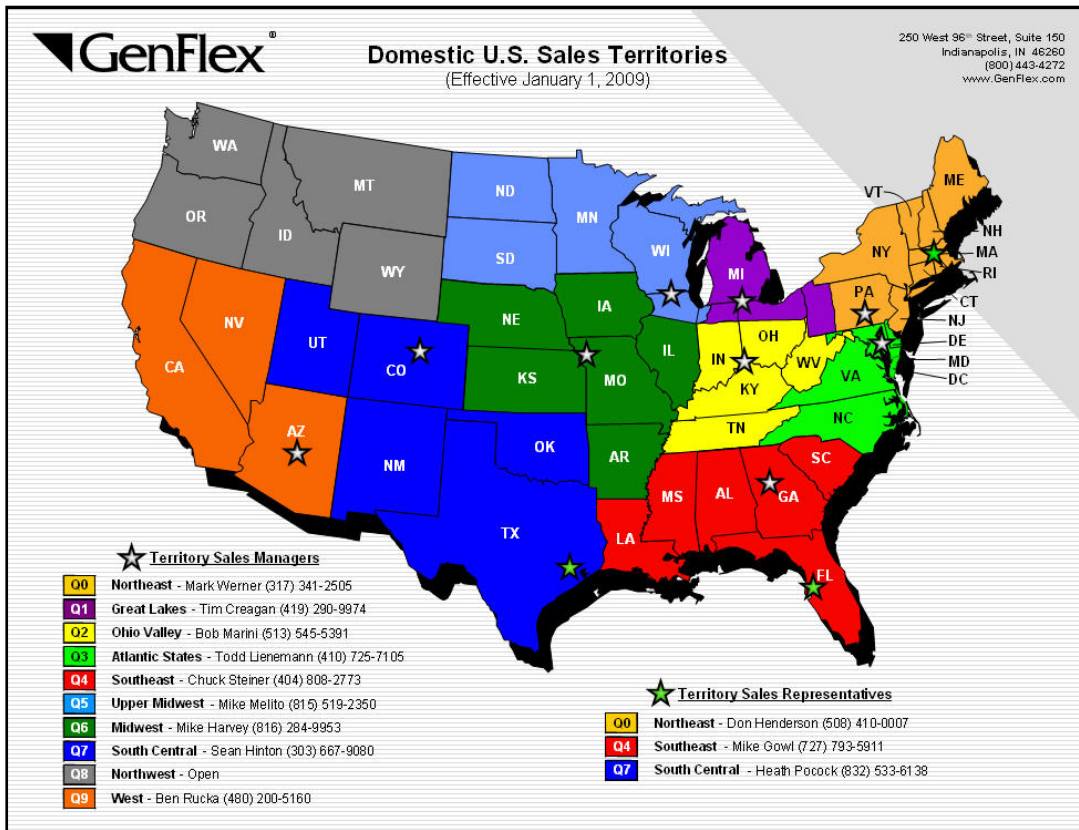
Sincerely,



Marty Jolly  
National Sales and Marketing Manager

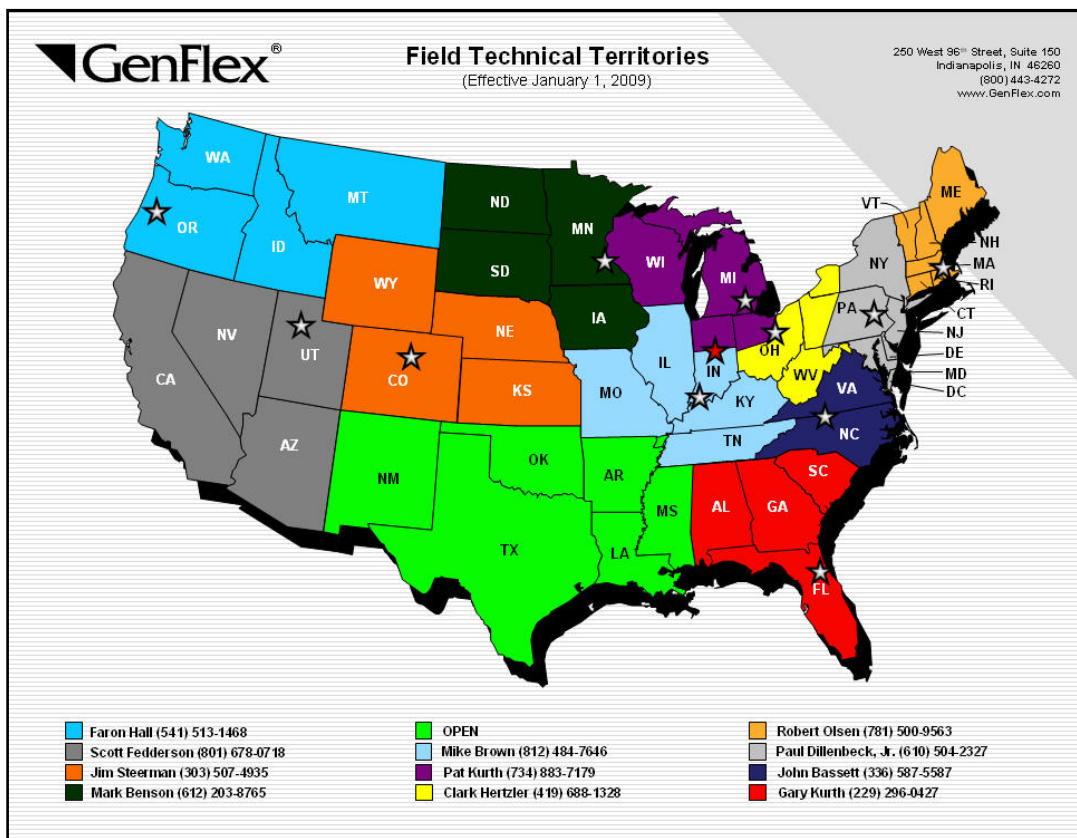
CC: Territory Sales Managers  
Internal Distribution





Single Ply Solutions for Over a Quarter Century™





Single Ply Solutions for Over a Quarter Century™

