

WHAT'S NEW *Sales & Marketing Coordinator*

December 7, 2009

To: GenFlex Authorized Distributors
GenFlex Licensed Contractors

Subject: Becky Henry, GenFlex Sales & Marketing Coordinator

I am pleased to announce that Becky Henry has joined GenFlex as National Sales & Marketing Coordinator, effective today. In this capacity, Becky is responsible for supporting and coordinating the development and implementation of our Advertising and Sales Promotion activities, programs, and functions; the continuing enhancement of our international-award-winning website, www.Genflex.com; all sales and marketing communications, and coordination of all field sales activities.



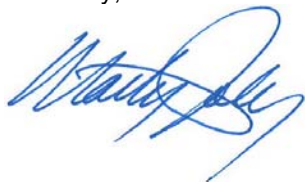
A native Hoosier, Becky earned her bachelors degree in Communications from Ball State University in 2004, where she was awarded Best Female Athlete and MVP for both basketball and volleyball in 2000. After serving as Marketing Coordinator for Sexton Corporation, Becky joined Firestone Building Products in 2005, and for the past two years was their Sales Coordinator.

I am very pleased to be adding someone of Becky's caliber to the GenFlex Team. Her enthusiasm, talents and abilities will be instrumental in continuing the development of our customer-focused strategic initiatives.

Please feel free to contact Becky at (800) 443-4272, Extension 54632, or at HenryBecky@GenFlex.com, to welcome her personally to the GenFlex Family.

Thank you for your continued support of GenFlex.

Sincerely,



Marty Jolly
National Sales and Marketing Manager

CC: Territory Sales Managers
Internal Distribution

