



**Date:** March 3, 2008  
**To:** GenFlex Authorized Distributors  
GenFlex Licensed Contractors  
**Subject:** Introducing the 2009 GenFlex® Winner's Circle Program

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2007 began a new era for GenFlex. One of the many improvements we made was a restructuring of the Winner's Circle Program. The most impacting change to this program reflects our belief that all of our customers, both contractors and distributors, are paramount to our success and worthy of industry recognition. Therefore, three contractors and two distributors from each of our domestic territories and Canada qualified for the 2008 GenFlex Winner's Circle. We just concluded our recognition event honoring this year's Winner's Circle Inductees in Marco Island, Florida. It was a huge success!

I am pleased to let you know that next year's Winner's Circle Recognition Event will be held from February 22<sup>nd</sup> through February 25<sup>th</sup>, 2009, at **The Resort At Pelican Hill™** in Southern California's Newport Coast® area. This beautiful, ultra-luxurious resort will open in the fall of this year, and it promises to be the perfect place to celebrate induction into the 2009 GenFlex Winner's Circle. You may go to [www.pelicanhill.com](http://www.pelicanhill.com) to discover this outstanding resort.

Qualification for the 2009 Winner's Circle will be based on points earned between December 1<sup>st</sup>, 2007 and November 30<sup>th</sup>, 2008, accrued as follows:

### *Distributors*

- One Point for each GenFlex EPDM, TPO & Accessories Dollar
- **Two Points** for each GenFlex Polyiso Dollar

### *Contractors*

- One Point for each Warranted Square Foot (Excluding Material Only Warranties)
- **One Bonus Point** for each Warranted Square Foot Mechanically Attached or Ballasted over GenFlex Polyiso
- **Two Bonus Points** for each Warranted Square Foot Fully Adhered over GenFlex Polyiso

Your points will be tracked throughout the year and totaled after November 30<sup>th</sup>. We will notify the Top Two Distributors and Top Three Contractors per domestic territory and Canada, based on total points, of induction into the 2009 Winner's Circle during the week of December 15<sup>th</sup> so that you will have plenty of time to prepare for next year's exciting trip.

We hope to see you in the Winner's Circle next year!

Sincerely,

Marty Jolly  
National Sales and Marketing Manager

CC: Territory Sales Managers  
Internal Distribution