

# WHAT'S NEW **2010 GenFlex Winner's Circle Program**

May 1, 2009

**To:** GenFlex U.S. Domestic Distributors  
GenFlex U.S. Domestic Contractors

**Subject:** Introducing the 2010 GenFlex® Winner's Circle Program

At GenFlex, we take pride in the fact that we work exclusively with outstanding contractors and distributors who are committed to excellence. One way we show our appreciation for the quality craftsmanship, successful installations and first-class customer service provided by our authorized contractors and distributors is through the Winner's Circle Program. We recently concluded our 2009 Winner's Circle Event at the Pelican Hill Resort in Southern California, and I'm sure those of you who attended will agree that it was an outstanding setting to honor our Winner's Circle Inductees for this year. I believe we can top it.

I am pleased to let you know that next year's Winner's Circle Recognition Event will be held from March 7<sup>th</sup> through March 10<sup>th</sup>, 2010, at **The Fairmont Turnberry Isle Resort & Club** in Aventura, Florida. This beautiful, Mediterranean-style resort has just undergone a \$150 million transformation, and it promises to be the perfect place to celebrate induction into the 2010 GenFlex Winner's Circle. Please go to [www.fairmont.com/turnberryisle](http://www.fairmont.com/turnberryisle) to learn more about this outstanding resort.

Qualification for the 2010 Winner's Circle will be based on points earned between December 1<sup>st</sup>, 2008, and November 30<sup>th</sup>, 2009, accrued as follows:

**Distributors:**

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

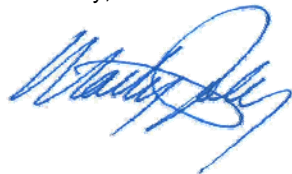
**Contractors:**

- ▾ 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
- ▾ Qualification for Winner's Circle requires a minimum of three warranted GenFlex installations.

Your points will be tracked throughout the year and totaled after November 30<sup>th</sup>. At that time, we will select the Top Distributor and Top Contractor from each GenFlex Sales Territory based on total points. We will then tally the points for the remaining Distributors and Contractors nationally and select the Top 15 Distributors and Top 15 Contractors, regardless of your location. We will notify this select group of you of your induction into the 2010 Winner's Circle during the third week in December so that you will have plenty of time to prepare for next year's trip to sunny South Florida!

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

Sincerely,



Marty Jolly  
National Sales and Marketing Manager

CC: Field Sales Team  
Internal Distribution

