

# WHAT'S NEW **May 1, 2010 Polyiso Price Increase**

March 26, 2010

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors

Subject: May 1 Polyiso Price Increase

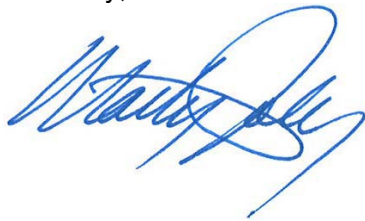
The costs for the raw materials used to produce our products continue to rise to the point where we are no longer able to absorb them. As a result, we find it necessary to notify you of a price increase that will be effective with shipments on or after May 1, 2010.

| <u>Product</u>                               | <u>Increase Amount</u> |
|--|------------------------|
| Polyiso Insulation (all sizes & thicknesses) | 5%                     |

If you have any questions, please contact your GenFlex Territory Sales Manager, Territory Sales Representative, Customer Service Representative or me.

Thank you for your continued support of GenFlex Roofing Systems.

Sincerely,



Marty Jolly  
National Sales and Marketing Manager

CC: Internal Distribution  
Field Sales Team

