

WHAT'S NEW July 1, 2010 Price Increase

May 1, 2010

To: GenFlex Authorized Distributors
GenFlex Licensed Contractors

Subject: July 1, 2010 EPDM and TPO Membrane and Accessories Price Increase

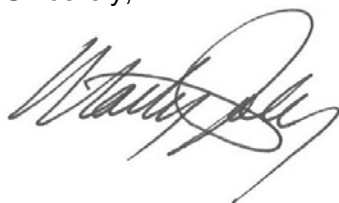
The costs for the raw materials used to produce most of our products continue to rise to the point where we are no longer able to absorb them. As a result, we find it necessary to notify you of price increases that will be effective with shipments on or after July 1, 2010.

<u>Product</u>	<u>Increase Amount</u>
TPO Membranes (all sizes & Gauges)	10%
EPDM Membranes (all sizes & Gauges)	8%
All Accessories	6%

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

