

WHAT'S NEW *Winner's Circle Promotion*

August 16, 2010

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

Subject: The 2011 GenFlex® Winner's Circle Countdown and Bonus Points Promotion

We're just a little over four months away from determining who will be joining us in beautiful Napa Valley, California at the **Bardessono Inn & Spa** (www.bardessono.com) from April 17th – 20th, 2011. We've started monitoring the points a little early this year and there are some tight races developing already. The sprint to the finish to see who will be inducted into the 2011 Genflex Winner's Circle promises to be exciting. And, just in case you forgot, we have a ticker on www.GenFlex.com to remind you of the deadline.

As a reminder, Winner's Circle points are accumulated throughout the year and tallied after the ticker reaches 0. At that time, we will select the **Top Distributor** and **Top Contractor** from each Domestic 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.

To make the competition a little more interesting this year, I am announcing a **Bonus Points Promotion** for all purchases for distributors, or warranted square feet for contractors, from August 1 – December 31:

Distributors:

- ▼ All Membrane Purchases: 1 Point per Dollar (No Change)
- ▼ All GenFlex Iso Purchases: 3 Points per Dollar (**1 Point Bonus!**)
- ▼ All GenFlex Accessories Purchases: 4 Points per Dollar (**3 Point Bonus!**)

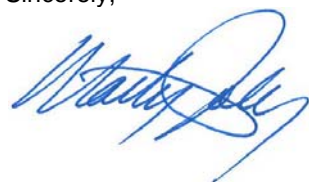
Contractors:

- ▼ One Warranted Square Foot (WSF) 1 Point per Square Foot (No Change)
- ▼ One WSF over GenFlex Iso (Non-Fully Adhered) 4 Points per Square Foot (**2 Point Bonus!**)
- ▼ One WSF over GenFlex Iso (Fully Adhered) 6 Points per Square Foot (**3 Point Bonus!**)

I look forward to having you join us for the 2011 Winner's Circle Event. If you have any questions, please contact your Territory Sales Manager, Territory Sales Representative or me.

Thank you for your continued support of GenFlex.

Sincerely,



Marty Jolly
National Sales and Marketing Manager

CC: Territory Sales Managers
Internal Distribution

