

WHAT'S NEW

MARKETING BULLETIN

January 11, 2013

TO: GENFLEX VALUED CUSTOMERS
RE: GENFLEX EZ TPO MEMBRANE AND ACCESSORIES

GenFlex is committed to offering a wide array of high performance single-ply roofing systems. In a continuation of these efforts GenFlex is proud to announce the introduction of GenFlex EZ TPO. GenFlex EZ TPO provides an opportunity to build upon this success with new product offerings as well as code enhancements.

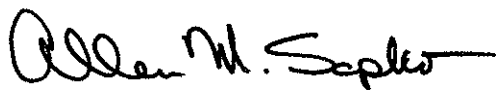
Features and Benefits:

- EZ TPO will carry one of the widest wind uplift and fire code ratings in the industry
 - These include codes for Factory Mutual, UL, and Miami-Dade
- GenFlex contractors will have a wider array of product offerings
 - EZ TPO is the first step towards the future expansion of attachment systems available through GenFlex
- The logistics footprint and product availability will be expanded, further strengthening the GenFlex service commitment.

Please be aware that this transition will be occurring over the next month. In certain cases you may receive mixed loads of GenFlex TPO and GenFlex EZ TPO. The two membranes will continue to carry the same warranty coverage and have the ability to be welded together for specific projects if necessary.

GenFlex's new line of EZ TPO products continues to show our overall commitment to the GenFlex brand and our loyal GenFlex customers. For additional information, please contact you local territory sales manager, or visit the GenFlex website at www.GenFlex.com. Thank you for your continued support.

Best Regards,



Allen M. Sopko
Thermoplastic Product Manager

