

Marketing Bulletin

January 2, 2007

To: GenFlex Authorized Distributors
GenFlex Licensed Contractors
GenFlex Territory Sales Managers

Subject: GenFlex Pricing Realignment and Freight Policy

I am pleased to announce two key enhancements to our business that will provide a much more streamlined and efficient buying experience for you, our valued customers:

GenFlex Membrane, Polyiso and Accessories Pricing

We realize the importance of providing you with predictable prices that are presented in a simple and easy to follow format. Later this week your Territory Sales Manager will provide you with a new, one page price sheet that will have your February 1 pricing for all GenFlex Membranes and Polyiso insulation, as well as, applicable terms and conditions, clearly shown. This represents a significant departure from the way we have provided pricing to you in the past, particularly for our standard insulations. You will now know exactly what your GenFlex Flat and Tapered Polyiso prices are instead of having to request a price each time you want to purchase these products.

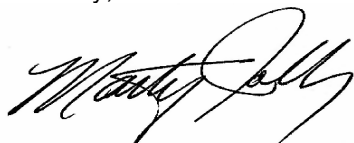
Accessories pricing will also be presented to you in a much more simplified way. You will no longer have to thumb through pages of price sheets to see what you pay for a particular accessory product. We will have a completely new Accessories Price List which you will apply a standard discount to and arrive at your purchase price. This revised price sheet will be posted on our website in the near future.

Domestic U.S. Freight Policy

We have revised our Freight Policy to more clearly outline minimum quantities, stopover charges, and other requirements and allowances. The new policy will also be posted on our website soon, but you may obtain a copy now by contacting your Customer Service Representative, Territory Sales Manager or me.

We are excited that these improvements will allow us to better serve you in the future. Thank you for your continued support of GenFlex Roofing Systems.

Sincerely,



Marty Jolly
National Sales and Marketing Manager