

# WHAT'S NEW

April 1, 2010

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

Subject: **Introducing the 2011 GenFlex® Winner's Circle Program**

At GenFlex, we take pride in the fact that we work exclusively with outstanding contractors and distributors who are committed to excellence. One way we show our appreciation for the quality craftsmanship, successful installations and first-class customer service provided by our authorized contractors and distributors is through the Winner's Circle Program. We recently concluded our 2010 Winner's Circle Event at the Fairmont Turnberry Isle Resort and Club in Aventura, FL, and I'm sure those of you who attended will agree that it was an outstanding setting to honor our Winner's Circle Inductees for this year. Next year's event and location will be a little different, and I believe, even better!

I am pleased to let you know that next year's Winner's Circle Recognition Event will be held from April 17<sup>th</sup> – 20<sup>th</sup>, 2011, at **Bardessono Inn & Spa** in Napa Valley, California! Bardessono embodies contemporary luxury and the simplified elegance of wine country living. To learn more about Bardessono, go to [www.bardessono.com](http://www.bardessono.com). On top of that we will be hosting the Winner's Circle Award's Banquet at Francis Ford Coppola's Rubicon Estate ([www.rubiconestate.com](http://www.rubiconestate.com)), where you will indulge in a rare opportunity to dine on gourmet California cuisine and sip premium California Wines.

I'm sure you will agree that the 2011 Winner's Circle event is sure to be nothing but spectacular.

Qualification for the 2011 Winner's Circle will be based on points earned between December 1<sup>st</sup>, 2009, and December 31<sup>st</sup>, 2010. That's 13 months to earn Winner's Circle Status for next year! Points will be accrued as follows:

#### Distributors

- ▼ One Point for each GenFlex EPDM, TPO & Accessories Dollar
- ▼ **Two Points** for each GenFlex Polyiso Dollar

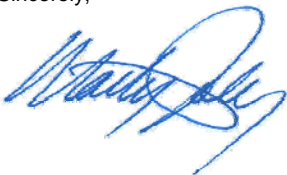
#### Contractors

- ▼ One Point for each Warranted Square Foot (Excluding Material Only Warranties)
- ▼ **One Bonus Point** for each Warranted Square Foot Mechanically Attached or Ballasted over GenFlex Polyiso
- ▼ **Two Bonus Points** for each Warranted Square Foot Fully Adhered over GenFlex Polyiso
- ▼ Qualification for Winner's Circle requires a minimum of three warranted GenFlex installations

Your points will be tracked throughout the year and totaled after December 31<sup>st</sup>. At that time, we will select the Top Distributor and Top Contractor from each GenFlex 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. We will notify this select group of you of your induction into the 2011 Winner's Circle during the third week in January so that you will have plenty of time to prepare for next year's trip to Napa Valley!

We hope to see you in the Winner's Circle next year!

Sincerely,



Marty Jolly  
National Sales and Marketing Manager

CC: Field Sales Team  
Internal Distribution

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