

# WHAT'S NEW *Territory Sales Enhancements*

July 2, 2010

To: GenFlex Authorized Distributors  
GenFlex Licensed Contractors

Subject: GenFlex Territory Sales Enhancements

I am pleased to let you know about some important sales team enhancements that will significantly improve our customer focus in the Western United States. Mark Herrington has joined GenFlex as our West Territory Sales Manager, reporting to me. In this role, Mark is responsible for further developing and growing our business in Southern California, Arizona, and Central/Eastern Nevada.

Mark has lived and worked in California most his life. He brings a vast and varied base of experience in the roofing industry to GenFlex. Mark has owned a roofing contracting company, has overseen the roofing activities for the Los Angeles Unified School District, and has managed logistically difficult roofing projects overseas in diverse areas ranging from The Netherlands to Syria. Most recently, Mark was an independent sales representative for two major single-ply roofing manufacturers. He understands your needs, and his overall knowledge of our industry will provide the total value you expect from GenFlex. His experience in training and educating contractors, distributors, specifiers, and building owners will prove to be an asset to our mutual businesses.

Mark resides in Arleta, California, and may be reached at (818) 235-4405, or by E-mail at [HerringtonMark@GenFlex.com](mailto:HerringtonMark@GenFlex.com).

I am also pleased to let you know that we have expanded the area that Mark Miller is responsible for as our Northwest Territory Sales Manager. Mark joined GenFlex last August, and since then has proved to be a tremendous asset to our business in his short time here. Mark graduated from St. Mary's College in Moraga, California, and much of his career has been spent in that area of the country. So, Mark will now assume the responsibility for promoting GenFlex in Northern California and Western Nevada in addition to his current states.

Mark is based in Portland, Oregon, and may be reached at (503) 575-5686 or by E-mail at [MillerMark@GenFlex.com](mailto:MillerMark@GenFlex.com).

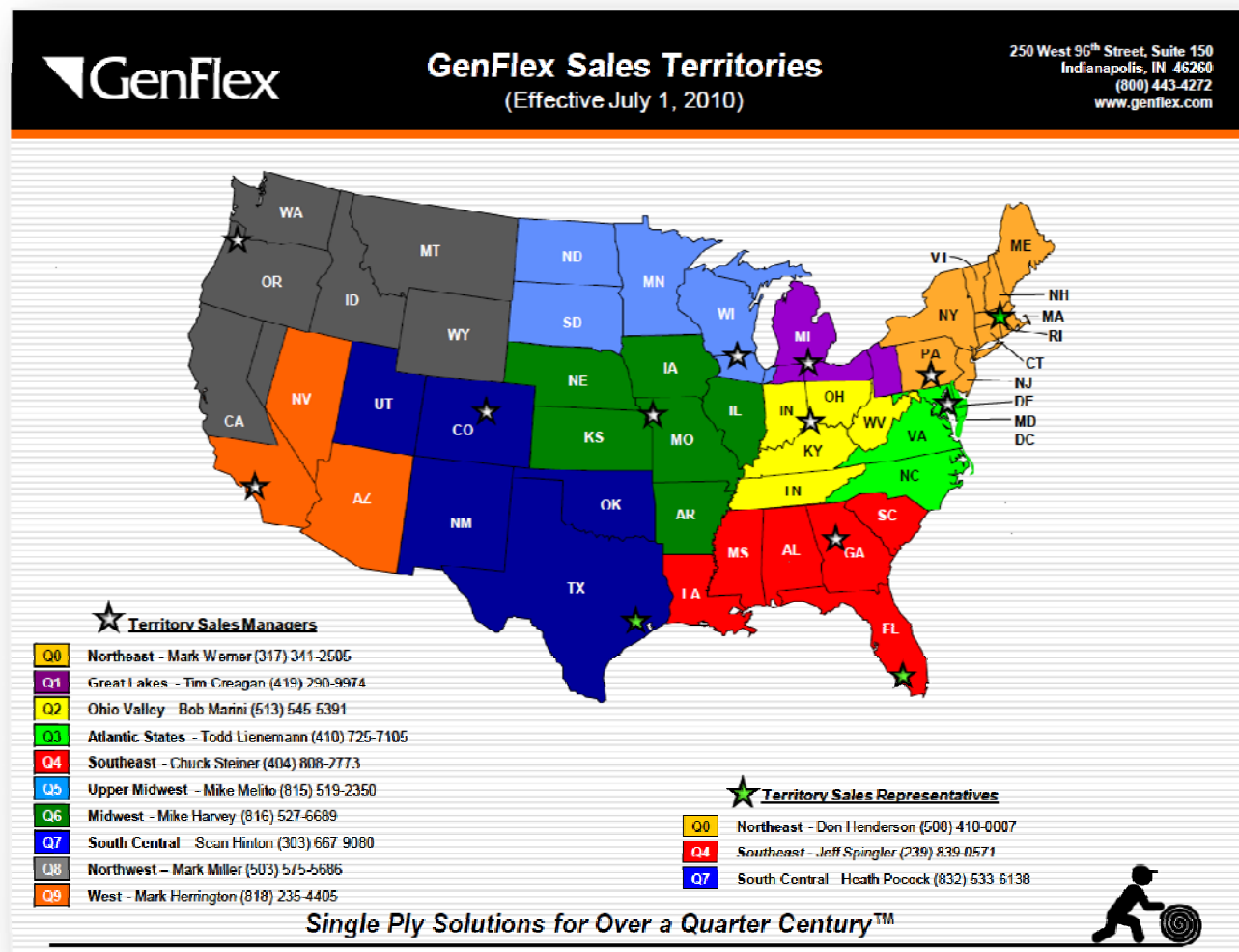


## GenFlex Territory Sales Enhancements

July 1, 2010

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A revised GenFlex Sales Territory Map is below to identify the specific areas each Mark is responsible for. A more detailed map may be found on [www.GenFlex.com](http://www.GenFlex.com).



These changes are only the latest of our ongoing efforts to refine and grow our business by putting solid industry talent in the places where you need it the most.

Thank you for your continued support of GenFlex.

Sincerely,

Marty Jolly  
National Sales and Marketing Manager

CC: Territory Sales Managers  
Internal Distribution