

December 3, 2015

To: GenFlex Roofing Systems Distributors

Subject: 2016 GenFlex **ABOVE ALL** Distributor Loyalty Program

At GenFlex, we recognize the importance of partners like you. To show our appreciation for your continued support, we offer our **ABOVE ALL** Distributor Loyalty Program. This program rewards our top 35 GenFlex distributors.

Our GenFlex **ABOVE ALL** Distributor Loyalty Program event will take place April 24-27, 2016 at the Five-Star Ritz-Carlton in Naples, Florida. Our top 35 distributors will be our guests for three days of resort-style amenities, business building sessions, focus groups, special excursions and world-class meals.



Our top 35 GenFlex distributors are determined as follows:

1. Three categories are measured with a weighted average applied to each category:
 - a. Overall purchases of GenFlex products – measured in dollars (40%)
 - b. ISO purchases – measured in dollars (30%)
 - c. Accessory product purchases – measured in dollars (30%)
2. One point is awarded for each dollar purchased per category and multiplied by the weighted average of the category.
3. All three point categories are added together to arrive at a combined point total.
4. The top 35 point earners will qualify for the 2016 GenFlex **ABOVE ALL** Distributor Loyalty Program. Winners will be announced in late February with registration held in late March.

The 2015 event was not only a celebration of our top distributors, but also an opportunity to learn how we can help drive more business through your doors. We expect even more engagement and collaboration this year and are excited to host you as our guests for the 2016 GenFlex **ABOVE ALL** event. Thank you for your continued business and loyalty and we look forward to working together to achieve mutual success – **ABOVE ALL!**

Best Regards,
Eric Ziembra, General Manager