

WHAT'S NEW *March 1, 2011 Price Increase*

January 5, 2011

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

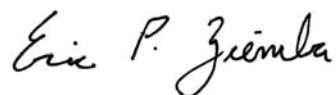
Subject: March 1, 2011 Price Increase

Many of the raw material cost inputs for our TPO and ISO insulation products have been increasing as demand increases. Our suppliers have indicated that this trend will continue throughout 2011. We have attempted to mitigate these increases through increased factory efficiencies and expense control, however their scope has now forced us to take the following action.

Effective for all shipments on or after March 1, 2011, we will be increasing the prices for all TPO membrane and accessories and Polyisocyanurate Insulation by 5-7%. Specific price levels for these products will be communicated in the coming weeks.

Thank you for your continued support. If you have any questions, please contact your local GenFlex Sales Manager.

Eric Ziemba



General Manager
GenFlex Roofing Systems

