TO: GENFLEX VALUED CUSTOMERS

RE: Price Increase Announcement

Due to volatility in the world markets, and the increase in the prices of our petrochemical raw materials used to produce roofing products, GenFlex must announce a price increase on our TPO membrane and accessories, as well as our polyisocyanurate insulation products.

Price Increase and Effective Date

<table>
<thead>
<tr>
<th>Product Line</th>
<th>Date of Increase</th>
<th>% Increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>TPO Membrane &amp; Accessories</td>
<td>April 2, 2012</td>
<td>up to 5%</td>
</tr>
<tr>
<td>Polyisocyanurate Insulation</td>
<td>April 2, 2012</td>
<td>up to 5%</td>
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</tbody>
</table>

- Orders must be received by March 19 and scheduled to ship by March 30 for the pre-increase price.
- Pricing will be effective at time of shipment.
- Existing quotes will be honored; however prices will not be extended.
- Contractors should continue to make use of price escalators in their contracts to further protect themselves from unpredictable raw material volatility.

We appreciate your continued support of GenFlex Roofing Systems. If you have any questions, please contact your local territory sales manager.

Sincerely,

Eric Ziemba
General Manager