

February 17, 2014

To: GenFlex Valued Customers

Re: Introducing the New GenFlex PERX Contractor Loyalty Program

GenFlex Roofing Systems is excited to announce our new GenFlex PERX Contractor Loyalty Program. We believe that loyalty should be rewarded, so now you can earn points and redeem them for print-on-demand gift cards to a variety of great national retailers.

PROGRAM DETAILS:

- Designed to reward GenFlex authorized contractors up to two points per square foot on system warranty installations
- Points are based on the square footage of the material installed and the system and membrane type
- Points will be retroactive with a start date of January 1, 2014
- Points are accumulated on a 24 month rolling period
- Authorized GenFlex Contractors are able to access their account via www.GenFlex.com or by going directly to the PERX website at www.genflexperx.com (you will need to use your license number for your username and password to initially log-in)
- Electronic communications will be sent once points are awarded, including instructions on how to redeem them for great gifts



Warranted Systems Point Program:

For each square foot of GenFlex roofing membrane and polyisocyanurate purchased and installed, contractors will receive PERX points. Warranted square footage is tracked through the GenFlex online P.I.N. (Pre-Installation Notice/Pre-Job Survey) system.

Membrane (TPO & EPDM):

- 1.0 points per square foot is earned for membranes 60 mil and thinner
- 1.25 points per square foot is earned for membranes thicker than 60 mil

System Type:

- .50 points per square foot is earned for fully adhered systems
- .25 points per square foot is earned for any other system types (mechanically attached, ballasted, induction welded, etc.)

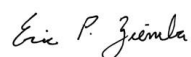
Insulation:

- .25 points per square foot is earned if the system incorporates a minimum thickness of 1" GenFlex polyisocyanurate insulation

You know GenFlex has flexible products and a solid reputation, and now we have one of the industry's most exciting contractor rewards program! It's just one more way we value your business...ABOVE ALL.

For additional information about this exciting new program, please feel free to contact your [Territory Sales Manager](#). Please visit GenFlex.com for information regarding GenFlex products.

Sincerely,



Eric Ziemba, General Manager