

October 13, 2014

To: GenFlex Roofing Systems Distributors

Subject: 2015 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 30 GenFlex distributors.

The location for our 2015 GenFlex **ABOVE ALL** Distributor Loyalty Program event will be at the beautiful Key West Marriott Beachside Hotel in Key West, FL. Our top 30 GenFlex Distributors will join us from April 19 – 22, 2015 for an all-inclusive, three day event in sunny Key West. The [Marriott Beachside Hotel](#) offers resort style amenities, stunning accommodations and breathtaking views of the Gulf. During the event, GenFlex will host special excursions and world-class meals.




Our top 30 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 30 point earners will qualify for the 2015 GenFlex **ABOVE ALL** Distributor Loyalty Program. Winners will be announced in late February with registration held in late March.

Last year's event was truly memorable, and we'd love you to be our guests for the 2015 GenFlex **ABOVE ALL** Distributor Loyalty Program event. Thank you for your business, and we look forward to working together to achieve mutual success - **ABOVE ALL!**

Best Regards,



Eric Ziembra General Manager