

March 11, 2011

To: Versico Independent Sales Representatives and Distributors

Re: Price Increase Announcement

Regrettably, the cost of raw materials continue to increase necessitating a 5-7% increase in TPO and PVC membrane and accessories, excluding adhesives, effective June 1, 2011.

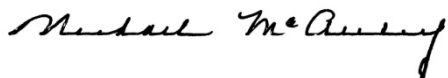
Existing quotes will continue to be honored however new quotes will reflect these increases.

The national average of diesel fuel has eclipsed \$3.87 resulting in an increase in fuel surcharges to \$50 for loads under 100 miles and \$200 for loads over 100 miles. This change is effective March 14, 2011.

We will continue to provide as much notice of future price increases as possible.

Thank you for your continued support of Versico. Please direct questions to your Versico Regional Sales Manager.

Sincerely,



Michael J. McAuley
General Manager