



TO: MaxLite Customers

DATE: June 22, 2011

RE: Price Increase Notification

MaxLite prides itself as providing high value and targeted energy efficient products to its customers. Over the last 6 months, and increasingly in the last three months, base costs of materials used in the manufacturing of our products have risen dramatically. We regret taking these actions, but notably these increases are occurring to all lighting companies.

Due to these continuing increases in key commodity costs, most notably, copper, steel, aluminum, petroleum, and phosphor, MaxLite announces a general price increase with the following dates:

New Quotations	per 7/16/11 new quotes will be provided on spot market pricing for orders up to 1000 pcs. All quotes will be honored for 30 days, and subject to change after 30 days. Quantities greater than 1000pcs. will be on a per quote and daily basis.
Existing Quotations	Quotes for quantities at a given price level issued before May31, Will be honored until 7/15/11
Existing Orders	Received orders on or before 7/15/11 will reflect existing prices
New Orders	Per 7/16/11 all new orders will reflect price increases
Blanket orders	Blanket orders will be determined on a per order basis.

This price increase applies to all domestic and export customers. The average price increase is expected to be as follows:

25%	for all Fluorescent Linear products
15%	for CFL product
5%	for all other products.

For current promotions now underway such as Faux Can, and Enhancement Suite, these sales programs will not see a price increased.

As a reminder, all quotes are valid for 30 days. Quotes normally expiring prior to 7/15/11 will be re-quoted at the new price structure. All quotes in effect on 7/15/11 will be honored at current price levels.

We are sensitive to our customers need to remain competitive, and will continue to minimize this and any future price increase through effective purchasing and sourcing strategies, and selective increases only where possible. Please contact your regional Sales representative, or call Maxlite if you have any questions or concerns.

Regards,

Yon Sung
President & CEO
MaxLite

MaxLite™ 12 York Ave. West Caldwell, NJ 07006
Tel: (973) 244-7300 | 1-800-555-5629 | Fax: (973) 244-7333 | E-mail: info@maxlite.com | Web: www.maxlite.com