

PHILIPS Day-Brite

Business Unit Professional Luminaires of North America

P.O. Box 1687
Tupelo, MS 38802-1687
The United States of America

January 6, 2011

To: All Philips Day-Brite Customers

As a result of continued increases in material, energy related costs, transportation costs and steel costs, Philips Day-Brite is announcing a general price increase for all lighting products in the range of 5-7% effective February 28, 2011. This includes Day-Brite, Capri, and Omega brands. Excluded from this increase will be all LED lighting products.

Orders entered by February 25, 2011 for immediate release will be honored at current prices.

Orders entered February 28, 2011 and after will be invoiced at increased prices as noted above.

Effective immediately, quotations for projects with expected release dates after February 25, 2011 will reflect the new increased prices.

Quick Start Plus 2011 orders will receive price protection through the Quick Start promotion period ending March 31, 2011. Quick Start orders MUST meet all the terms of the promotion in order to receive price protection.

We appreciate your continued support of Philips Day-Brite.

Regards,



R.M. (Bob) Carswell III
Vice President of Sales
Philips Day-Brite

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