

July 20, 2011

Ref: Price Increase Notification

Dear Shat-R-Shield Customer:

The majority of all lamp manufacturers have announced a price increase and have communicated there will most likely be another price increase in the not to distant future. The main reason for the lamp increase is a result of the demand for Oxidized Minerals (Rare Earth Oxides) used in fluorescent lamps. As a result China who produces over 95% of the Oxidized Minerals had dramatically raised pricing over the past 12 months and this trend is expected to continue. Over the past few months other cost for coating materials and energy cost have also increased.

Effective September 1, 2011 Shat-R-Shield has found it necessary to increase prices. The increase will average 10% on Linear Fluorescent Lamps, 22% on Integrated and Non-integrated Compact Fluorescent Lamps and 4% on Incandescent, Halogen and HID lamps. The increase will vary by family and by type. The price increase will impact stock and end-user pricing. Please note this price increase notification is on top of the increase effective June 1, 2011.

The Shat-R-Shield sales organization is updating your pricing files and will be available in an electronic format by August 1. Your Shat-R-Shield representative will be contacting you in the near future to review the changes to your pricing.

Shat-R-Shield will continue to provide you with high quality safety coated products and exemplary customer service you have come to trust.

Very truly yours,



George C. Mabin
Vice President of Sales & Marketing