



June 30, 2011

To: Our Valued Customers

Subject: Price Increase- Lamps, Optics, & Emergency Batteries

The world price of rare earth materials of which the vast majority is mined in China has increased substantially due to recent activities by the Chinese government. These rare earth materials; including red and green phosphor, a major component of Fluorescent & CFL lamps have experienced an unprecedented increase of nearly 1000% since January. This is having an unprecedented impact on the cost of Fluorescent and CFL lamps. Furthermore, overall costs on all lamps, lens/louvers, and emergency batteries are being impacted by increases in petroleum byproducts, steel, transportation, and labour.

Over the past few months STANDARD undertook steps internally to mitigate a price increase to our customers however despite our best efforts and the rapid changing market we need to begin implementing the increase in a phased approach as the cost of our inventory gravitates upward.

Effective August 15, 2011, prices for all Fluorescent lamps including Safety Max™ will increase by 23% and CFL lamps will increase by 12%. Additional increases on Fluorescent and CFL lamps should be expected to continue over the next 6 months and we will provide details when appropriate. Special pricing provided on open quotes and contracts, created prior to June 30th 2011, containing CFL and Fluorescent lamps will be increased accordingly and be re-issued to take effect on August 15. They will be sent to you by the end of July.

Effective for orders placed between June 30, 2011 and August 15, 2011; Standard is reserving the right to limit order quantities on Fluorescent & CFL lamps. This is necessary in order to control our inventories and to better service our overall customer base.

As well, effective August 15, 2011, prices for other lamps, optics, and emergency batteries will increase by an average of 5%.

We realize that increased prices are always a challenge and we are hopeful that the volatility of phosphor pricing will stabilize and ideally return to more normal levels in time.

Our new pricing files will be available as of July 19, 2011. Please contact our customer service department to request a copy of your new price list at:

spimtl@standardpro.com - for Quebec, Ottawa region, Atlantic Provinces

spitor@standardpro.com - for Ontario, Manitoba and Saskatchewan

spivan@standardpro.com -for British-Columbia, Alberta and the Territories

As of August 15, 2011 you can also download the new price list on our B2B site.

Sincerely,

David Nathaniel
President & CEO

