

March 11, 2011

Dear Valued Customer:

As you are aware, our economy continues to experience pressure in virtually all cost categories. These increases have exceeded our most conservative cost forecasts and are outweighing the aggressive cost reductions we have implemented within our organization. In accordance, *effective May 1, 2011*, we are forced to increase our prices on many product categories.

The price increase will be detailed in Price Schedules which will be accessible on www.brasscraft.com and on ROA by April 1, 2011. The Price Schedules will be mailed to you at a later date. Please use the schedules in conjunction with your existing catalog. Pricing will also be available on disk, CD or email by March 31, 2011 and obtainable from your sales representative.

While we are disappointed in the inflationary pressures we are all experiencing in our industry, we are confident you will continue to be pleased with our products and dedicated customer service. We appreciate your support and value your continued partnership.

Sincerely,



Jim Pletcher
Vice President, Sales