

December 12, 2011

To Our Valued Customers:



The fiberglass manufacturers have announced price increases effective January 1, 2012 for all Building Insulation products in the amount of 5%. The one exception to this increase amount is 10% on the encapsulated product, ComfortTherm.

Therefore, Pacific Insulation Company will be passing thru these increases based on all shipments either from our warehouse or Johns Manville Plants on January 1, 2012. Product availability may become limited during the weeks prior to the increase and we will do all we can to get product shipped prior to the increase where we can. We will be unable to hold anyone's price beyond the increase date, so get your orders in to us for immediate shipment as quickly as you can to assure ship dates prior to January 1, 2012.

Please contact your Pacific Insulation Company Sales Representative and discuss with them your specific issues or if you have any questions regarding this pricing notice or would like copies of the announcements mentioned above.

Thank you for your continued support of Pacific Insulation Company with the business you have shared with us this past year. We greatly appreciate your business and are committed to providing the very best in Products and Service for you. We will continue to work closely with our suppliers to provide the most competitive price and quality products and will let you all know if there are any changes before our increase goes into effect next month.

Sincerely,

A handwritten signature in black ink that reads "Steve Butler". The signature is fluid and cursive, with the first name being more prominent.

Steve Butler
Vice President/General Manager

PACIFIC
INSULATION COMPANY

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