



December 3, 2010

CONFIDENTIAL

• IMPORTANT NOTICE •

Subject: HOLDRITE[®] Price Change – Effective January 1, 2011

Attention: Distributors – HOLDRITE[®] Purchasing and Sales Personnel

Due to cost increases in steel, petroleum, plastics, other raw materials, and freight, HOLDRITE will be increasing our List and Net prices on average 5% effective January 1, 2011.

Please inform those within your organization regarding the most current HOLDRITE List Price Sheet dated January 1, 2011. All HOLDRITE and HydroFlame List Price Sheets are also available at www.holdrite.com

HOLDRITE[®] values our partnership and if you have any questions, please do not hesitate to contact our corporate office at 1-800-321-0316 or your local HOLDRITE Representative Agency.

Sincerely,

Tim McConnell

Tim McConnell
Vice President, Sales and Marketing
HOLDRITE