



**ENDURIS**

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# ENDURIS EXTRUSIONS, INC

7167 OLD KINGS ROAD NORTH JACKSONVILLE, FL 32219

To Our Valued Deck Customers:

June 17, 2011

Re: Increasing Raw Material, Transportation and Utility Costs:

Please consider this communication advance awareness of information which is regularly presented to Enduris by our raw material, transportation and utility suppliers.

PVC prices, like any commodity, are a function of supply and demand. Demand has increased due to exports driven by the weak dollar, making US produced raw PVC relatively cheap to offshore buyers. Supply had been suppressed due to a plant fire and subsequent declaration of force majeure by Georgia Gulf and the disruption resulting from the tsunami in the Pacific Rim.

Additional price pressure has come from the feedstocks: both oil prices and ethylene supply. We are all aware of the turmoil in the Middle East and the recent restrictions on domestic oil production that has caused the price of a barrel of oil to spike and driven up the price at the pump. Shell, one of the major producers of ethylene, has also declared force majeure.

Since January 2011, PVC resin has increased almost 50% and colorants are up approximately 30%. And, if that isn't bad enough, rising utility and transportation costs have substantially compounded the situation.

Enduris announced a 7% PVC fence and rail profile increase April 9, 2011, but held back on deck due to numerous spring placement programs underway through the distribution channels. **Anticipate your short term needs as Enduris may be forced to increase prices with little to no advance notice on PVC deck.** The purpose of this early communication serves as awareness to those of you who have large projects which are work in progress or jobs that are being quoted.

We have been assured of sufficient supply to meet our 2011 and future raw material growth requirements.

Our goal is to provide you the finest service proposition in the industry and communicate to you what is taking place on the supply side. Thanks you for your business and understanding of today's supply complexities.

Sincerely,

J.R. Wearne  
Sales and Marketing Manager