



Price Increase Notice

Effective April 1, 2012

February 7, 2012

To: ALL INSULATION CUSTOMERS,

The cost of raw material components for the manufacture of polyiso insulation has been rising since the last quarter of 2011. These escalations have continued into 2012, and we have been notified of further scheduled increases. Consequently, we will be forced to increase pricing for all of our polyiso insulations as these raw material increases continue.

Effective **April 1, 2012**, pricing on shipments of all polyiso insulations will be increased by **5-7%**, and further increases will be announced as necessary.

Atlas is committed to doing our part to mitigate these increases through negotiation with our suppliers, better production efficiencies and aggressive expense control. And while there may also be some "tightening" of raw material supplies later in the year, Atlas is confident that we can efficiently service all of your insulation needs. As always, we urge you to confirm all orders early to avoid disappointments.

Thank you for your continued support of our products and services. We look forward to working closely with you throughout the year to service all of your insulation needs.

Sincerely,

Ian Barrow
Director, Market Development