



March 3, 2011

Dear Lou,

We at FPPI thank you for your continued partnership. Like all manufacturers, we have experienced dramatic increases in raw material, oil and transportation costs. If you will recall, I wrote to you at the start of February indicating that while commodity price escalation had required us to raise certain prices, FPPI's investments into supply chain management were allowing us to maintain many of the price reductions that we were able to pass through in the 3rd quarter of 2010. Unfortunately new peaks in all raw materials require that we now announce a planned increase on the remainder of the FPPI product line.

Our customer service Team will be sending your revised price list by the end of next week. In the interim, please anticipate an average price increase of 8% to go into effect 60 days from now on May 1, 2011.

Thank you for your continued loyalty to FPPI. We are working every day to drive more traffic through your doors. If you have any questions or if there is more that FPPI can do to be a better business partner to you, please let us know.

Sincerely,

Brian McCann  
Director of Sales & Marketing - FPPI