



by CRANE

May 2, 2011

Dear Exterior Portfolio by Crane Distributor Partner,

The costs of raw materials have escalated significantly over the course of this year. Feedstocks such as ethylene have risen rapidly, forcing pricing pressure of PVC and other raw materials. The tragedy in Japan has contributed to a reduction in supply which has pushed up pricing globally. US chemical manufacturers compete on a global basis and demand and pricing for their products are high overseas.

The net result has been much higher costs on finished goods. While we have initiated substantial cost savings initiatives, there is simply no way we can save our way to offsetting the increases we have borne. We expect this pricing pressure to continue for the balance of the year.

Due to this environment of rapidly increasing costs, we are implementing a price increase on all Exterior Portfolio by Crane siding, soffit, accessories, Portsmouth Shake and BellaStone products. The increase will be 10 - 12% and will be effective beginning June 6, 2011. Please note this increase will be in addition to the increase that was announced for April 4, 2011.

Orders placed by the end of business on June 3 and shipped by June 17 will be billed at your current pricing. Orders shipped after June 17 will be billed at new costs. We expect May to be a heavy shipping month so you are encouraged to place your orders early to secure shipping slots prior to June 17. Please work with your Territory Manager or your Customer Service Representative to meet the needs of your business.

Thank you for your continued support and partnership with Exterior Portfolio by Crane and rest assured we are doing everything possible to mitigate the effects of the current raw material environment.

Sincerely,

A handwritten signature in black ink that reads "Jeff Cabbage".

Jeff Cabbage
Vice President, Sales



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