

The logo for AEP Institutional Products, featuring the letters 'AEP' in a bold, blue, sans-serif font with a slight shadow effect.

INSTITUTIONAL  
PRODUCTS

**February 22, 2010**

**Dear Valued Customer,**

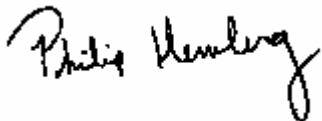
**Continued escalation in raw material costs along with limited ethylene availability has substantially tightened the PVC resin market. As a result, AEP Institutional Products will be increasing prices on all PVC film products including cutter box and perforated films by 8% effective with orders entered on or after March 22, 2010.**

**We are carefully monitoring this situation, and your local sales representative will be in close communication to answer any questions you may have.**

**As always, we will keep you at the most competitive market pricing on all of our products. Our mutual success depends on it.**

**We appreciate your business, and thank you for your support.**

**Sincerely,**

A handwritten signature in black ink that reads 'Phil Hernberg'.

**Phil Hernberg  
Division Manager, IPD  
AEP Industries**