



April 16, 2010

Dear Valued Customer,

Over the past several months, the costs of many raw materials used in pressure-sensitive tape production have continued to increase. For several months, we at tesa tape, inc., have made every possible attempt to contain these costs internally. With material costs increasing once again, however, we are now forced to implement a price increase **effective May 17, 2010.**

The tesa® products being increased are noted in the attachment. The noted increases are effective for all orders placed on and after May 17, 2010. Orders placed prior to May 17, 2010, for immediate shipment will receive the "pre-increase" price. Orders placed prior to May 17, 2010, with requested shipment dates after May 17, 2010, will be processed at the increased price levels.

It is important to note that all orders will be reviewed for excess purchase quantities beyond normal prior levels, and tesa may confirm the order with less than requested quantities.

Included in this information is an updated version of your special price contract with tesa. On May 17, 2010, it will also be available on the tesa E-business web site. If you are not aware of this electronic venue, contact our Customer Care Department at 800-426-2181 or email customercare@tesatape.com. The updated portfolio reflects new pricing based on the increase amount for each product. Please note that all line items on your special pricing contract show an expiration date. If you do not purchase an item by that expiration date, it is automatically deleted. Any future special pricing for an item would need to be discussed with your tesa Sales Specialist.

As environmental stewards, we do not print price books. Updated electronic price books, tesa terms and conditions, and tesa buying guidelines will be available on our extranet web site by May 17, 2010. If you are not aware of this electronic venue, contact our Customer Care Department at 800-426-2181 or email customercare@tesatape.com.

Your tesa Sales Specialist, Telesales Associate, and your Customer Care Representative are available to answer questions regarding this increase or any price related issue. As always, your support of tesa is greatly appreciated.

Sincerely,

The tesa Management Team