



Mike O'Neil  
Vice President of Sales, Foodservice

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May 1, 2010

Dear Valued Customer:

Effective Tuesday, June 1, 2010, the Foodservice Division of Hoffmaster Group Inc.® will increase most stock and custom pricing up to 7%. We have worked hard to improve efficiencies that have allowed us to maintain our pricing since our last increase notice of two years ago. This increase is a result of the steady and ongoing escalation of raw materials, transportation, energy and operational costs that we must share.

All stock and custom print orders placed by Friday, May 28, 2010, requesting immediate shipment, will be accepted at current prices. Orders placed between now and May 28, 2010 will be limited to normal buying patterns. Contract, custom print and bid prices will increase on this date, subject to the terms of the existing agreements.

Detailed pricing letters by term reflecting this increase will follow.

Thank you for your continued support of Hoffmaster®.

Sincerely,

Mike O'Neil  
Vice President of Sales, Foodservice