



Dear valued customer:

Due to the increase in raw material costs we must unfortunately raise the cost of our products to you. We have avoided raising our prices for as long as possible, but we can no longer prolong the inevitable. With that said, Simoniz will be raising prices by 5% effective December 1, 2011.

We appreciate your business and will continue to work hard to earn it! Thank you for your continued support and understanding.

Very truly yours,

William M. Gorra

President

Simoniz USA, Inc.