



TO: OUR VALUED CUSTOMERS

SUBJECT: PRICE INCREASE- October 12, 2009

DATE: September 25, 2009

Fortune Plastics resin suppliers have successfully implemented the pending price increase effective September 1st. Strong export demand, tight ethylene supplies and rising global energy prices are the underlying factors driving these increases.

As a result of the September 1st resin increase, Fortune Plastics is announcing a 6% price increase effective with orders placed on or after October 12, 2009 for immediate shipment. As with past increases Fortune will accept orders placed prior to October 12th at normal 30-day order quantities.

As has become customary, an additional increase in resin has been announced for October 1, 2009. Fortune Plastics will continue to keep a close eye on resin and related markets and keep you apprised of any new developments as they become evident.

Your Fortune sales representative will be in contact with you shortly to discuss the details of this price increase.

Once again, I thank you for continued support during these perplexing times.

Sincerely,

A handwritten signature in black ink that reads "Wayne Eddy". The signature is fluid and cursive, with the first name "Wayne" and last name "Eddy" clearly distinguishable.

Wayne Eddy
Vice President of Sales and Marketing
Fortune Plastics, Inc.



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