

TO: OUR VALUED CUSTOMERS

SUBJECT: PRICE INCREASE- March 29, 2010

DATE: February 24, 2010

The underlying market conditions that impact polyethylene resin costs persist in rapidly changing. The continued strength in exports has now been exacerbated by supply challenges caused by the unusual cold spell that hit much of the gulf coast region. These issues with the supply and cost of ethane and ethylene have pressured resin suppliers to the point where several have either started resin allocations or declared force majeure to their customers. The outcome of all this, is that the resin suppliers have fully implemented the previously announced increases.

As a result, Fortune Plastics is forced to announce a 6% price increase effective with orders placed on or after March 29, 2010 for immediate shipment. As with past increases Fortune will accept orders placed prior to March 29th at normal 30-day order quantities.

Fortune Plastics continues to monitor the resin markets and will alert you to any changes, as they are known.

Your Fortune sales representative will contact you in the near future to discuss the details of this increase and answer your questions.

Thank you again for your business and ongoing support.

Sincerely,



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