



WIRE & WIRE ROPE DIVISION
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August 26, 2011

To our Valued Customers:

I am sure you are aware of the continued escalation of the cost of metals in the worldwide marketplace. This coupled with a rise in energy costs along with other costs of doing business have also increased. These include transportation costs, nylon costs, vinyl costs and insurance costs. Surcharges on metals continue but base prices on our raw materials have also increased again. All of our steel suppliers, be they carbon steel, stainless steel or nickel alloy suppliers, have announced increases this summer.

With that being said, we find it necessary to institute a base price increase on all our wire and wire rope products effective with new orders received September 1, 2011 and later. Our last base price increase was effective January 1, 2011. We have attempted to maintain our base price levels for as long as possible but unfortunately we can no longer do so without affecting our levels of quality and service that you have come to expect from Loos & Co., Inc.

Consequently, effective September 1, 2011, we will have an increase in our selling prices by five (5) percent. We appreciate your continued support and understanding during these times of cost increases and we pledge to continue to provide you with quality products and excellent service.

Thank you for your past business and we look forward to the continuance of our mutually beneficial relationship. If I can be of service please feel free to contact me directly.

Sincerely,

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

Michael M. Wallace (mike@loosco.com)
Vice President of Sales and Marketing
www.loosco.com

Cc: Sales Reps, Product Mgrs.