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July 15, 2011

To: EiKO Customers

Re: Fluorescent Pricing

I believe that by now, everyone knows what is going on in the industry with fluorescent lamp pricing and that EiKO is experiencing the same issues as everyone else. Industry wide, fluorescent lamp sales were at record levels during the month of June and have resulted in shortages on some lamp types. We are not allowing product to go to backorder as our inventory is depleted because of the volatile pricing.

We have attempted to hold our price levels to our current published distributor net through the month of July, but we're not able to do so with the current market conditions. You will find attached, a price list for the remainder of July that will be applied immediately to all orders received. Pricing will be reviewed again on August 1.

I understand your frustration, but this is simply a matter that is beyond our control, until the phosphor pricing stabilizes.

Rick Roberts
Executive VP
EiKO Ltd.