



900 Circle 75 Parkway Suite 1500, Atlanta, GA 30339

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Ph.: 678-486-8234

Fax: 678-486-8052

**TO:** LG Hausys Customers & Distributors

**DATE:** November 1, 2011

**Attention:** Ownership, Management, Purchasing, and Sales

**Announcement:** Change in Distribution Model & 2012 Pricing

Thank you for your continuing business with LG Hausys. We are truly glad to be working with you, and it is our sincere hope that you see the value that we strive to bring to our partners. While our pure desire is to provide as much value and accommodations to our customers as possible, the rise in production costs and also the unfavorable turns in exchange rates have forced us to sacrifice some of our services in favor of other advantages.

Starting January 1<sup>st</sup>, 2012, we will no longer be stocking our materials locally here in the US. Only the materials that are already in stock in our warehouses will be available for purchase while supplies last, and they will be available at the current 2011 pricing.

All of the currently offered PSA materials will be available for purchase via container direct orders (FCL) going forward. The new container direct pricing (formerly known as VVIC) for LG Hausys Sign & Graphic Materials is accompanying this letter along with the MOQ requirements and other business conditions. Please note that if you would like to place a container order at the 2011 pricing, your order must be received and acknowledged by your LG Hausys customer service representative on or prior to December 5<sup>th</sup>, 2011. Please also note that after December 5<sup>th</sup>, 2011, banner materials will not be available by container either. Only the inventory already in the warehouse will be available, while supplies last.

We regret having to discontinue providing the convenience of local inventory and banner products. We respectfully ask for your understanding of this strategic decision in order to allow ourselves to provide the best pricing and service that we can going forward.

Should you have any questions or concerns, please feel free to contact Richard Ferranti at (201) 615-2015 for Eastern US and Shawn Adams at (831) 206-8086 for Western US.

Thank you in advance for your understanding, and we hope that you will be able to take full advantage of the container direct program.

Sincerely yours,

*Jay Park*

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Jay Park  
Division Leader – Sign & Graphic Materials  
LG Hausys America, Inc.