



February 4, 2010

**DEAR CUSTOMER:**

As indicated on my last announcement dated January 6, 2010, other resin increases were pending. A series of plant outage in the ethylene production in Texas and the Middle East have created a rapid increase in the cost of the feedstock used to make our polyethylene resin. Inventories of resin are also very tight worldwide. The resin producers had announced a 0.03\$/lb and a 0.05\$/lb resin increases that have now been combined and implemented immediately.

Based on this 0.08\$/lb resin increase resin increase, please be advised that First Film Extruding will increase prices on all our products **by 10%, effective on all orders placed on or after February 22<sup>nd</sup>, 2010**. This increase is over and above the February 1<sup>st</sup> 2010 increase already applied. As in the past, we must limit the pre-buy to one month of normal usage and all orders must be for immediate delivery.

The resin producers have also announced a fourth increase of 0.06\$/lb for March 1<sup>st</sup>, 2010. All these price increases are unprecedented in a soft economic environment.

Rest assured that we will monitor the resin situation closely and will make any and all adjustments necessary to ensure that you, our customer, remain competitive.

Yours truly,

**FIRST FILM EXTRUDING, LLC**

Louis P. Gouron  
Vice-President  
Sales & Marketing

LPG/sd