



May 10, 2011

To Our Valued Customers:

Energy markets worldwide are in a continued state of flux, due to this uncertainty and rising energy prices our resin suppliers have informed Pinnacle Films that they will implement their previously announced May price increase. Both feedstocks and polyethylene resins are in tight supply, the resin producers have also announced another price increase for June, which we will advise you of as it progresses.

Due to this May 1st, 2011, polyethylene resin price increase, Pinnacle Films will implement an 8% increase on all of its products effective with orders placed on or after May 23rd, 2011. All orders must call for immediate shipment.

Due to fuel surcharges incurred by Pinnacle Films over the past few months, the full 8% increase will be implemented.

All orders are subject to acceptance by Pinnacle Films; due to limited resin availability loading orders will be restricted and accepted on a less than 1 month average basis. Contact your Pinnacle Films sales rep for further information.

Thank you for your continued support of Pinnacle Films products. We are all suffering under the current difficult situation in the petro chemical and energy marketplace; hopefully this will be resolved in the next few weeks. As things evolve we will communicate the situation to you.

Thank you for you business.

Yours truly,

A handwritten signature in black ink that reads "Bill Rice". The signature is written in a cursive, slightly slanted style.

Bill Rice
President