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September 1<sup>st</sup> 2016

Re: 60 Day Notice – Price Increase Effective November 1, 2016

Dear Shoemaker Customer:

Shoemaker Manufacturing has always worked hard to provide our customers with the best quality products and services at a competitive price. We have also continued to add new products, services and tools that allow you to be a more effective full-line distributor of our product line.

We have been experiencing rising costs in raw materials, with steel increases upwards of 25%. While we have been able to maintain our prices for the last 21 months, we are now no longer able to absorb these increases.

Effective November 1, 2016 we will be implementing a price increase of 3-6% on market priced items. We will also be reviewing your multiplier and making adjustments, if necessary, in relation to your last 12 months of purchases. In the next few weeks, your Manufacturer's Representative will be in contact with you to work through the details of this increase. We will provide you with your new multiplier and market pricing list no later than October 1<sup>st</sup>, 2016.

Shoemaker continues our commitment to provide our customers with the best products and services in the industry. We appreciate your support. Please contact us if you have any questions. Thank you for your business.

Sincerely,

A handwritten signature in cursive script that reads 'John Hein'.

John Hein  
President