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## PRICE INCREASE NOTICE

January 20, 2012

All Sales Reps,

Perlick will be implementing a price increase effective March 20, 2012. Our contract with Nex Gen states that we have to give them 90 days notice of a price increase so new prices for NEXGEN DEALERS ONLY will go into effect April, 23rd.

The increase will be as follows:

- Stainless steel and all stainless steel flat top bottle coolers and glass chillers +4%
- Stainless steel and all stainless steel slant top bottles coolers +4%
- Stainless steel underbar equipment and modular bar systems and related accessories +5%. Note: this is our first price increase on these items since 2008.

The net result is that our total price increase will average approximately two and a half to three percent on the typical bar equipment package.

New prices will be in Auto Quotes by February 20th. We are anticipating mailing printed price lists by March 15<sup>th</sup>.

Jim Koelbl