



April 17, 2012

From: Bill Deaver

Subject: **Price Update Notification Effective April 30, 2012**

To: All Rapid Rack Dealers

Effective April 30, 2012 Rapid Rack Industries, Inc. will have a list price increase of 10%

These changes to the pricing are to offset increases in our overall costs of operation which is primarily represented by manufacturing and raw material components including paint costs which have increased three times in the past year. This increase will allow Rapid Rack continue to provide the high quality and excellent service and support you have come to expect from us.

This increase will also allow us to absorb some of our steel cost variances due to market changes and allow us to hold our current steel surcharge at \$.08 per lb until further notice.

- All orders postmarked, faxed, emailed or phoned in before April 27, 2012 will be accepted at the current list price plus current steel surcharge as long as the order is for immediate shipment from stock or first available manufacturing schedules.
(2011 Price Book plus \$.08 per lb steel surcharge)
- All current quotations are valid for 15 days from issue date and must be converted to order and received by Rapid Rack by April 30 to be honored at current price.

In our continued effort to maintain focus on the environment and our Green corporate initiatives we have decided to forego a printed version of the price list. The New 2012 Industrial Price Book will be available in a PDF format on our website at www.rapidrack.com.

Thank you for your continued support and loyalty and please feel free to give me a call should you have any questions or comments.

Regards,

William H. Deaver Jr.

Director of Sales - Industrial