

W.K. HILLQUIST INC.

February 18, 2011

Dear valued Customer,

It has been several years since our last price increase. In that time period we have been forced to absorb multiple raw material price hikes.

In order for W.K.H. to continue to Manufacture and supply high quality Display components to our loyal customers for years to come, we are forced to pass on a small portion of the material cost.

Due to these plastic raw material increases and with no apparent end in sight, effective March 1st, 2011 we will be implementing a 10% price increase across the board on all Display components.

We truly appreciate your understanding and continued loyalty to W.K. Hillquist, Inc.

Our webpage www.retaildisplays.com will reflect the new pricing as of March 1st, 2011.

Sincerely,



Richard W. Wedge
W.K.H. Display Sales Manager