



April 23, 2010

Dear Valued Customer,

We have weathered a lot of storms together over the years and there are several striping seasons from years past that we would all rather forget. The 2008 season, with all of its pricing turmoil and \$147 per barrel oil, seems like just yesterday. Last year was a relatively calm year with some relative pricing stability.

This 2010 season has presented nothing but challenges for us and it's only April. We haven't even hit the heat of the summer when we usually expect the challenges to come. Our industry is facing a number of challenges that are undeniable and offer no short term relief. There are four primary drivers we are managing on a daily basis and each involves costs that are spirally upward, as well as supply that is unpredictable and inadequate. To help keep order I've chosen to speak to each separately.

Acrylic Resin – This is the backbone for all waterborne traffic paint. Given the headaches of 2008 the two suppliers of acrylic resins for traffic paint instituted price indexes to managing the month to month volatility. There are a handful of key raw materials used in producing these acrylic resins. Propylene and acrylic monomers are two components that have gone drastically wrong over the last several months. Propylene has climbed over 80% in the last 6 months. Dow Chemical, supplier of monomers to both businesses that produce traffic acrylic resins, has had significant outages in the production due to unforeseen shortfalls. Force majeure has been declared in the monomers industry.

The effect of radical price escalation of propylene and monomers paired with the short supply on monomers has driven acrylic traffic paint resins back to the highest levels we saw in August of 2008 when crude oil hit its peak. On top of the rapid run up in pricing we are all currently on sales control on the amount of acrylic resin we as paint manufacturers can source. Supply here over the last few weeks has been unpredictable and currently scheduled deliveries are being delayed due to availability of product. Our hope is that supply will stabilize here over the next number of months but the higher pricing is sure to stay through this 2010 season.

Rosin Esters – Rosin esters are the primary resin system used in "alkyd-based" thermoplastic. China has traditionally been a significant exporter of rosin ester into the U.S. This year Asian demand and a poor rosin crop in Asia have driven rosin pricing to an historic high. U.S. rosin manufacturers are extremely tight in supply due to a shift in the adhesives market from petroleum based chemistry to rosin-based. There has also been some domestic rosin production that has been taken off line due to a lack of return on investment. The trouble our industry faces is that rosin ester prices for road marking are the lowest price of all industries this material is supplied into. Once demand increases and supply tightens we as thermoplastic manufacturers are the hardest hit. Supply on rosin esters is limited and it is a monumental effort in getting the materials we need on a week to week and month to month basis. Cost increases in these rosin esters have been known since late 2009 and were a key driver in our previously announced price increase coming into 2010.

Liquid Epoxy Resin- There has been severe shortages in feedstock for epoxy resin production causing sales allocation across all epoxy industries and price increases in the neighborhood of 30+%. Dow Chemical is the primary supplier of epoxy resins and the Asian sources have been pushed by their own domestic demand. Current domestic supply of epoxy resin is on 60% sales allocation meaning that even if you have a contract with a supplier you are receiving just over half of the stated volume.

TiO₂- As many of you know TiO₂ is the white pigment used in all of our white products so it affects traffic paint, thermoplastic, epoxy, and a multitude of other chemistries we produce. The TiO₂ industry has struggled for years and it is closely controlled by a limited number of manufacturers. As the economic recession hit TiO₂ productive capacity was taken out of the system. The Asian market is now demanding significant quantities of product and substantial volumes of TiO₂ are being exported by U.S. manufacturers to Asia. Growth in TiO₂ demand here in 2010 has been in the range of 5% domestically, but the increased demand in Asia coupled with the lowered capacity of market has caused significant shortfalls in supply.

TiO₂ pricing for roadmarking companies has again been the lowest in the industry and with this tightening our industry is the hardest hit. We are facing unprecedented increases in price as well and unprecedented tightness in supply. This supply constraint affects nearly every white product we sell.

We have taken the time to go into some level of detail on each of these drivers to help you to understand that there are concrete issues regarding costs and supply into our industry. Ennis has a large footprint in the chemical industry and a clearer view of how far-reaching these challenges are. At this point we are under allocation for a number of these key raw materials and as a result we must be diligent in the allocation of finished product. Not only have we seen historic increases in the cost of chemicals and tightness in supply, but there has been some erosion in market price for our products. Pricing erosion has been driven without an understanding of the turmoil that we've seen on the horizon for the last number of months. These are circumstances that we can't continue to try to absorb.

Ennis is announcing the following increases effective May 24, 2010 across the board to all customers.

Traffic Paint: \$.80/gal

Thermoplastic: \$120/ton

Epoxy Based Products (HPS-2, 3, 4, & 5): \$2.10/gal

We worked in earnest to manage these volatile costs in hopes that market conditions would improve, but week by week these conditions are continuing to worsen. In order to continue to supply you with industry leading quality, supply, and service we must implement these price adjustments.

We will be allocating shipments in a manner that will allow us to service as many committed customers as possible. With current market conditions we are unable to ship any one account more than historical monthly quantities and based on the future week to week conditions, it could be less.

Should you have questions, as I suspect you will, I would encourage you to speak with any one of the members of our sales team. We are in the process of organizing one or more conference calls led by Bryce and myself that will allow us to walk you through these market dynamics and explain in a more personal manner. Your respective sales person will be following up with details of these calls so that you may dial in. Please understand that we truly appreciate your business and we will work to do everything we can to stabilize this pricing back to a level that is more manageable. We understand the hardship this places on your business, but we are committing to working with you through this difficult time.

Sincerely,

A handwritten signature in black ink, appearing to read "John Anderson". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

John Anderson
Global Director



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WOODBURY, GA 30293
(706) 553-9500
FAX (706) 553-9501

April 26, 2010

Dear Valued Customer,

Raw material increases and shortages are forcing us to raise our prices by:
\$30.00 per ton on all Tuffline products and
\$45.00 per ton on all Kwikline (30 to 40 mil) products

This price increase will be effective on all new orders placed to ship on or after May 3, 2010.

We know that most of you have already received an increase this year but circumstances are forcing us to go up again. Some imported materials have as much as doubled in price forcing a higher demand on domestic materials. This higher demand also drives the cost up as well.

This demand also has forced some of our suppliers to put their products on allocation. With the allocation of raw materials we must ask you to be as careful as you can in your planning for your need of thermoplastic throughout the rest of the summer. We are asking for a minimum of 10 to 14 days lead-time on any new order placed.

We hope that this will be a short-term price increase; but we cannot know for sure. Should you have any questions please do not hesitate to call your sales representative or anyone at Crown. Thank you for your support and understanding.

Best Regards,

A handwritten signature in black ink, appearing to read "Jimmy Teal", written in a cursive style.

Jimmy Teal
Crown Technology, LLC



SHERWIN-WILLIAMS.
Paint & Coatings Division

RECEIVED
MAY 18 2010

The Pavement Marking Specialist

April 26, 2010

INTERSTATE SALES

Dear Valued Customers,

Our industry and others continue to see cost increases on most significant raw materials and key components of our various product lines. While we continue to pursue aggressive cost containment initiatives, raw materials continue to rise. We are experiencing raw material shortages from our suppliers, and we are faced with an allocated supply of raw materials from our raw material suppliers.

Effective May 24, 2010, Sherwin-Williams Pavement Marking Business Unit will implement a finished goods price increase by category as indicated below:

Traffic Paint/Waterborne and Solvent 10.0%
Thermoplastic/Alkyd and Hydrocarbon 10.0%

Any jobs bid after May 24th, please use increase listed above. We will honor existing pricing for any job bid prior to May 24th.

Please be assured, as we relentlessly work to keep costs down, we will continue to provide the highest quality products for you and your customers. Your Pavement Marking Account Executive, Inside Sales Representatives and/or Customer Service Agents are available to answer questions or review the specifics of these changes.

We greatly appreciate your understanding in this decision, and we thank you for your business and continuing partnership.

Best Regards,

John Palomba
Director of Sales
Pavement Marking Business Unit



May 7, 2010

Dear Valued Customer,

At this point the market dynamics playing out in our industry are evident to nearly everyone. We appreciate your patience as we work diligently through these challenges. Please do not worry; this is not an increase letter! As the industry leader of pavement markings we felt it was prudent to give you an update to help you make decisions in your own business.

On Wednesday of the week, May 5th, we were advised of by Dow Chemical that they have claimed force majeure on MMA which is another feedstock in acrylic resin production affecting waterborne traffic paint. Dow Chemical advised us in late April, right before our last price announcement, that our monthly allocation would be cut between 15% and 20%. We have been operating under that assumption here for the last couple of weeks.

This morning the realities of this increased tightening has resulted in another reduced allocation of 22% less product here in the month of May. Please keep in mind this is 22% from the already reduced volume. Dow is telling us that the hard allocation driven by this latest crisis should only last 4 weeks but we heard this before. If production comes back to "normal" levels we are still down 15% to 20% likely well into the fall.

Ennis Traffic Safety Solutions is working closely with all of our State DOT customers to help provide some semblance of supply. We are exercising force majeure clauses ourselves within these contracts, but do intend to continue to provide the best service available in our industry.

On the TiO₂ front, DuPont has announced an additional \$0.08/# increase to be implemented in late summer and reaffirmed that a scheduled increase in June would be fully implemented. Both of these increases have material impacts on the cost of our products moving forward.

All other chemicals mentioned in our previous letter and webinar continue to be short. Rosin esters used in thermoplastics are locked tight and we are focused on providing those customers that have remained loyal through the seasons. We are not able to take on any new business and that appears to be a resounding theme in our industry.

Liquid epoxy resin continues to be short and pricing has continued to creep up. The world market in this product is very tightly concentrated, so it's a question of how high the pricing will go.

We at Ennis Traffic Safety Solutions feel it's our responsibility to help you work through these challenges as best possible. Our team is working to identify language on a state by state basis that would allow for some level of relief in your contractual obligations. There may not be any opportunity to price adjustments but given the nature of the crisis we are facing on all fronts, there many times are opportunities for work with the states to allow additional time to your complete projects. As a key supplier we are anxious to help you with any letter you might need or further documentation of the upstream constraints we're all dealing with.

Please know that if there was anything we could have done ahead of time to prepare you for this season, we would have. We knew that supply was going to be tight that that costs we're going to be increasing as per our attempted price adjustment in February, but no one could have predicted the series of events that have unfolded. We would encourage you to proceed with strictest of caution on any bid work coming up.

I remain confident that Ennis Traffic Safety Solutions is further ahead of all other manufacturers in anticipating trouble on the horizon, giving notice, and working with you in these troubled times. Our message has remained consistent this year because we are truly integrated from purchasing right through our sales department. Our sales team is not the last to know. The increases we've seen are and have been in full affect and we continue to absorb them until late May under the terms of our written quotes which is costing millions.

I know we can't fix the problems, but each and everyone one of us is fully committed to helping in any way we can.

Best Regards,

A handwritten signature in black ink, appearing to read "John Anderson", with a long, sweeping horizontal stroke extending to the right.

John Anderson
Global Director

May 6, 2010

Notification of Force Majeure for Methyl Methacrylate

Dear Customer:

The purpose of this letter is to advise you that, due to circumstances beyond our reasonable control, The Dow Chemical Company ("Dow") is declaring force majeure for Methyl Methacrylate ("MMA")-containing products impacted by MMA manufactured at Deer Park, Texas. Since January, we have experienced a number of unplanned repairs and unexpected mechanical failures, including, more recently, plugging in our crude MMA production unit. These manufacturing issues have caused significant MMA production rate decreases since January. In the last several weeks unexpected equipment plugging has caused production rates to decrease dramatically, causing us to take the affected crude MMA units down immediately for cleaning and repairs. We are working swiftly and safely to bring these units back to full production rates as soon as possible. Due to the reduced production rates we have experienced since January, and the resulting decreases in our MMA inventories, this unplanned downtime of our crude MMA units causes a significant effect on our ability to meet our supply commitments for internal use of MMA and as a result, our ability to manufacture MMA-containing products sold by Dow Coating Materials.

As a result of this Force Majeure, Dow is able to supply customers according to the allocation plan listed below, barring unforeseen events.

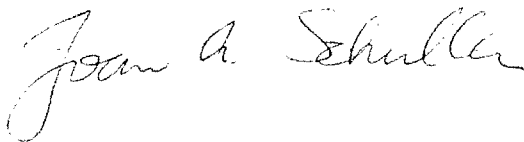
Week	Allocation
May 10, 2010	50%
May 17, 2010	80%
May 24 thru June 13, 2010	80%

Dow will continue to monitor the output of its manufacturing facilities and notify customers about June availability.

We apologize for any inconvenience or interruption this may cause in your own production operations. We sincerely appreciate your patience during this difficult time. Please know that we are working hard to correct the situation and to completely restore and supply your needs as soon as possible. I would ask for your understanding during the intervening period.

If you should have any immediate questions, please contact your local sales representative.

Sincerely,



Joan Schuller
North American General Manager
Rohm and Haas Company*

Enclosure



March 15, 2010

Notification of Force Majeure for Liquid Epoxy Resin (LER) and Converted Epoxy Resin (CER) in the Americas

Dear Customer:

The purpose of this letter is to advise you that due to circumstances beyond the reasonable control of The Dow Chemical Company, we will be unable to supply full contract quantities of Liquid Epoxy Resin (LER) and Converted Epoxy Resin (CER) to our customers in the Americas. The situation is due to the interruption of supply for a critical raw material, phenol, which is produced at Dow's Oyster Creek, Texas, location. Due to the discovery of a broken heat exchanger in the phenol manufacturing asset, it was necessary to extend the shutdown period of the phenol plant for repairs. As a result, Dow is declaring force majeure for specific products in our D.E.R.TM and D.E.H.TM product lines which are derived from phenol. The products affected include:

- D.E.R.TM 300 Series Liquid Epoxy Resins, Liquid Blends, and Liquid Solutions
- D.E.R.TM 500 Series Standard and Specialty Brominated Epoxy Resins and Brominated Solutions
- D.E.R.TM 600 Series Solid Epoxy Resins and Solid Solutions Epoxy Resins
- D.E.H.TM Epoxy Phenolic Curing Agents

Dow is using commercially reasonable means to address this situation, which is expected to be resolved at the end of April, barring unforeseen circumstances. We are in the process of developing a fair and reasonable allocation plan. Your sales representative will be contacting you soon with details of the plan. We are working to return to normal supply levels as soon as the phenol plant is repaired and normal operating rates resume.

Dow regrets this situation and thanks you for your continued patience during this difficult period. We intend to keep you informed as new information becomes available.

Sincerely,

A handwritten signature in cursive script that reads "Joan A. Schuller".

Joan Schuller
General Manager
Dow Coating Materials North America.