



American Electric Lighting  
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No. 06-060      June 22, 2006

To:                U.S. and Canada Solutions Group Principals and Associates  
                      Holophane Management & Sales  
                      SG P&I 710 List

### Price Increase

American Electric Lighting and our industry continue to experience price escalation in material costs, including additional increases recently announced by our ballast manufacturer. As a result of these rising costs, American Electric Lighting must increase prices on our products in a range of 3% to 5%, effective July 3, 2006.

We suggest you notify customers of updated pricing immediately. We will release updated system pricing (AQS and Configurator) the weekend of June 30, 2006 with new pricing visible in AQS on Monday, July 3, 2006.

Your American Electric Lighting representative will provide you with updated stock pricing and work with you to update your agency standing quotes to reflect the amount of the increase by Friday, June 30, 2006.

In terms of orders and quotations, please note the following:

- All orders received for immediate release before close of business June 30, 2006 will be invoiced at current (pre-price increase) levels. All orders received after this date will be invoiced at new (increased) prices.
- All outstanding quotations will be honored per the terms of that quotation.
- Effective Monday, July 3, 2006, we will issue all new quotations using new (increased) prices.
- Any open orders with "not before" ship dates scheduled for release after Monday, July 3, 2006 will be invoiced at new (increased) prices.

American Electric Lighting remains committed to providing our customers with the highest standards of quality and service and growing our market position together. We understand these changes involve significant effort on your part and we will work with you to accomplish them in the most efficient manner possible. Please contact your AEL representative for assistance with this increase.

Thank you in advance for your support in the successful implementation of this price increase.

Best regards,

A handwritten signature in black ink that reads 'Robert J. Drago'. The signature is written in a cursive, flowing style.

Robert J. Drago  
Vice President, Sales