

July 15, 2008

Dear Advance Customer,

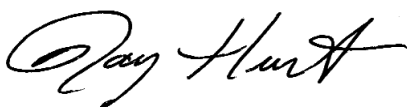
We are all experiencing unprecedented inflation in commodity materials for our products. Oil and, in turn, transportation prices are at an all time high. Steel companies are passing through unprecedented increases. Copper and aluminum are maintaining prices 30% greater than the beginning of the year. Electronic components are escalating due to all input factors listed above. All of these are having a detrimental impact on our manufacturing and delivery costs. Despite all our best efforts to contain these costs, we are announcing the following increases:

- Magnetic products (magnetic fluorescent, sign and HID) will increase an average of 8%.
- Electronic products (CFLs, electronic linear fluorescent, dimming, electronic sign and electronic HID) will increase an average of 4%.

Your sales representative will be giving you your new price files within the next few weeks. Pricing will be effective on all shipments after the 29th of August, 2008. Please note that special price agreements will be honored as per the originally quoted terms and conditions.

Advance remains committed to aggressive cost reduction efforts and providing superior value to your organization. We thank you for your continuing support.

Sincerely,



Ray Hurt
Vice President Sales