



April 25, 2011

Dear Service Pro and Purus Customers:

The lubricants industry continues to experience unprecedented cost increases in raw materials. At present, the industry is experiencing the third market increase of 2011. Major refiners are passing through significant price increases for base oils, typically with little notice to blenders and marketers. Similarly, additive manufacturers have implemented increases.

Today, major refiners of lubricant base oils are on allocation, slowing deliveries to plants which produce finished lubricants. Other refineries are down or operating at reduced capacities. This situation has created a stressed supply chain in North America. In addition, all commercial ventures are being impacted by rising fuel costs and related sur-charges.

Due to these costs, AIOD and affiliated distributors must increase prices by an average of 8 - 10%. The new prices will be effective May 20, 2011.

We appreciate your continued support and understanding. Be assured of our continued commitment to provide quality products at affordable prices. If you have any questions please do not hesitate to call your authorized Service Pro and Purus Products distributor representative.

Sincerely,

A handwritten signature in black ink that reads "Doug Roberts". The signature is written in a cursive, slightly slanted style.

Doug Roberts
Executive Director, AIOD