

MISUMI USA, INC

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July 2011

To Our Valued Customers

Press Die and Plastic Mold Components Price Change Announcement

Subject: Effective July 31, 2011 at 7:00 PM CST

In December 2010, Misumi sent a notice of a pending price increase to all of our customers. The price increase that went into affect was on our Mechanical Components for Assembly Automation. At this time, prices on some of our Press, Die, and Plastic Mold Components will see an increase effective July 31, 2011 at 7:00 PM CST. At that time, the new pricing will be reflected in our Web Ordering System (WOS). Pricing shown in Misumi's E-catalog will not reflect the updated pricing until the middle of August.

MISUMI has been reluctant to increase prices, especially in tough economic times. For the past two years, we have been absorbing the steadily increasing costs of material, labor, and transportation, preferring to reduce our own margins. We regret that we are unable to continue to do so. Please be assured that we will continue to provide superior quality and value at highly competitive prices. Misumi values and appreciates your business, and we will continue to do our very best to serve you with products, solutions, and engineering services that help you remain competitive.

Thank you for your understanding in this matter. Please contact Customer Service for a quotation or your local Account Manager if you have any questions, or need additional information.

Sincerely,

MISUMI USA