

STONEPEAK

high tech porcelain

February 28, 2013

From: Rodolfo Panisi
Chief Executive Officer

To: Valued Customer

Re: StonePeak Goes Thinner and Greener

Dear Valued Customer,

We hope that the beginning of 2013 is showing to be prosperous for all.

As you know, StonePeak is continuously progressing the technology in our production plant in Tennessee, including that for more efficient, "greener" manufacturing processes. The goal of our research is to use less energy and water and produce less waste.

We are proud to announce that our team was able to create a new formula utilizing raw virgin materials which allows us to produce an "All Around" USA Made Greener product with higher pre and post-consumer recycled content values.

StonePeak's new product generation will feature:

- reduced thickness to approx. 8mm (1/3 inch)
 - all collections except New Basic which will resume being produced in the 9mm thickness
- recycle paper for all packaging
- reduced average weight for box
- post-consumer recycled content of 6% (please see updated certification attached)

We are also proud to keep all of our production commercial rated and covered by our warranty.

Please note that this new generation of products will be identified by a new shade code which begins with the letter E (i.e. E55 7).

Please let us know if you have questions and thank you for your continued support of our brand.

Best regards,

Rodolfo Panisi
Chief Executive Officer