

PRODUCT REVISION ANNOUNCEMENT

RELEASE DATE: 28 / 6 / 2011 - Document #65436R0

This announcement contains revision information on one (1) index of Poster Snap.

Dear M&T Displays Partners, Distributors and Other Interested Parties:

Effective today, M&T Displays is launching the revision of the Version 1.0 POSTER SNAP[®] specification existing in Poster Holder Index. Through this specification development process, M&T will both assess new opportunities for increased product efficiency and the potential to address expanded product categories in the residential and commercial marketplace. As a key partner, M&T invites your participation in following the below information over the increased performance for rubber strips.

The tentative M&T specification revision schedule includes the following milestones: Milestones	Dates
Release specification revision announcement letter	28 June 2011
Coordinate with distributors for pending orders	Ongoing
Reach out to an extended group of projects for residential and commercial applications	September 2011
Review market response and market research	July to November 2011
Revise all written literature	November 2011
Issue Final Version 2.0 Poster Snap specification	November 2011

Poster Snap Background

Due to the potential expansion of Poster Snap in various applications and printed media, there have been many requests for stronger poster placement in between the profiles.

Next steps Of Revision

Following is a brief introduction of the revision:

M&T redesigned the existing product focusing to purchase, and use of efficient components. For this purpose M&T concentrated on significant changes on the rubber over the bottom profile.

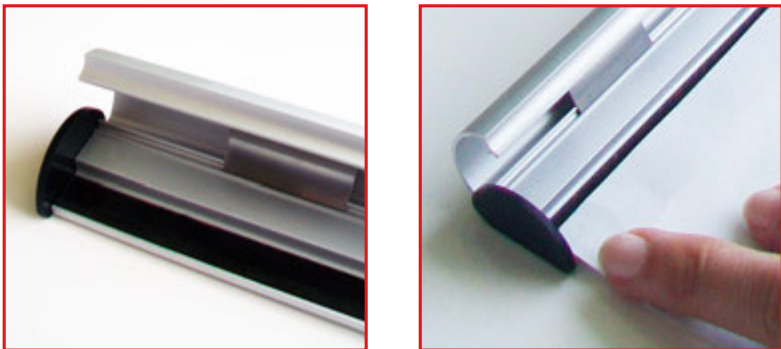
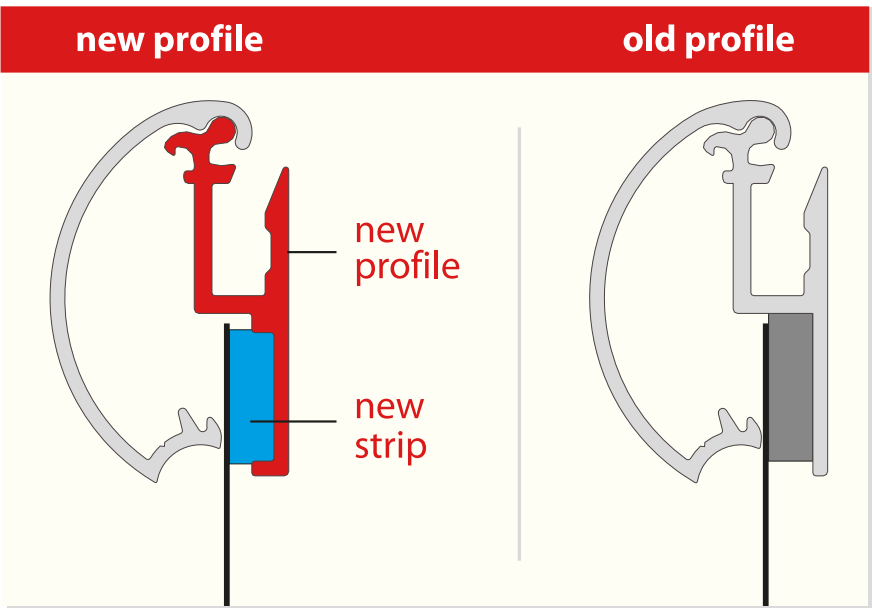
M&T identified and defined the types of equipment to cover the new production process of rubber and determined the appropriate means of testing the paper suspension in various types and thicknesses.

M&T collected, reviewed, and analyzed the efficiency performance data and reworked the production flow of the product line.

M&T designed the new bottom profile to hold better placement of rubber to enhance the suspension performance in roof climate conditions.

BOM view drawing

Compares 2 revisions and displays components that have been added or subtracted, phases, part names and part numbers which have been modified. Changes in files can also be shown.



Distributor participation:

M&T plans to track changes and impending changes automatically. Once a change has been approved by decision makers, M&T incorporates it into a new revision of your BOM instantly. This, in turn, means that your data is always up to date as well as available to everyone. For your company, please communicate with your purchasing team and your sales team for introducing this new status of higher performance rubber and new design lower aluminum profile — approved or under review — which will easily avoid ordering the incorrect component. For all your pending orders at our factory, the improved design will be used continuously.