



November 5, 2010

Subject: Important Printed/Electronic Price Page, Marketing, and Software Updates

Dear Customer,

We have a number of critical updates that began to be distributed to the market the week of November 1st. Our company will employ a number of means to distribute the materials to your sales and purchasing teams to insure all items are available for use in the shortest course of time. Please closely review the information below and share with all interested staff members within your organization.

Printed List Price Catalog Page Update:

Your Millwork Distributors Territory Manager has begun distribution of new pages for all Therma Tru sections. These new pages incorporate pricing for all currently available Therma Tru products that are within distributed literature. Furthermore, the pages also include a number of notable adjustments to base assembly pricing and option adders that will assure that you recognize competitiveness and success for your sales efforts. **Pricing within these pages take effect with orders placed on and after November 22.**

Electronic List Price (PDF) Catalog Update:

All Millwork Distributors clients that are using the electronic version of our List Price Catalog received an e-mail on Monday November 1st that included a link to the Dealer Access Portal section of www.mdi-oshkosh.com. Once logged into the Dealer Access Area, you will note a separate document that you can review to assist in the immediate download of our newest List Price catalog for your use. If you are having problems logging in to the Dealer Access Portal, or you did not receive an email, contact our web support at 800-236-3554 for assistance. **Pricing within these pages take effect with orders placed on and after November 22.**

New Stain Sample Decks:

Your Millwork Distributors Territory Manager will begin distribution of new standard color stain sample decks on the week of November 8. The new color decks are clearly marked *Version 2010* and will replace the previous version in market. In response to client demand, these new color decks feature our seven standard colors on the four different fiberglass textures available from Therma Tru. **We will no longer recognize the *Version 2009 (paper)* on orders placed on and after November 22.**

eMDI 4.0 Release and Update:

With the addition of the Vista and Windows 7 operating systems, we quickly recognized that it was necessary to update core components of the eMDI software to insure that the program would be operational for a broader spectrum of computer environments. We have made significant updates to the eMDI system that will allow adaptability to existing and new operating systems that are being employed across our customer base. The new eMDI in many ways will be the same program and many characteristics like navigation remain user-friendly. Print output in either paper or electronic form is still as simple as ever. The transfer of a quote to an order submission remains a virtually seamless transaction.

However, eMDI version 4.0 is very different in a number of positive ways. The positives include having a much smaller footprint on your hard drive, new easier to navigate quote maintenance screen, a new quote viewer, and, most importantly, adaptability to many operating systems.

Existing users of eMDI will be provided step by step instructions and a link to update their current version (3.4.8) of eMDI. You can request the instructions and link to the update of your eMDI software simply by sending a request to eMDIupdate@mdi-oshkosh.com. Please provide your name, dealer name, and dealer address in your e-mail.

New users of eMDI can request on site installation and training on the eMDI software by calling our office at 800-236-3554 and asking for the assistance of an eMDI team member or by sending an e-mail to iwanteMDI@mdi-oshkosh.com. Please provide your name, dealer name, and dealer address in your e-mail.

We will no longer be able to process eMDI 3.4.8 order submissions on and after November 22nd.

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