



Continental Awards & Trophies, Inc.  
7920 Stage Hills Blvd.  
Bartlett, TN 38133  
800-289-0400  
F: 888-882-8329  
www.trophyparts.com

September 17th 2008

Subject: Prices to increase by 7.5% on October 1st 2008

As mentioned in the notice published online a little over a month ago, a mid-year price increase has become an unavoidable reality. Originally we were planning on this being effective in early September. In order to better serve our customers this date was pushed back. Prices will be held at current levels through the end of this month.

Based on the feedback we received from our customers and salesmen, it was decided that a moderate across the board increase was preferable to having inconsistent, and in some cases very large increases.

Even though costs have gone up as much as 35% on some products, our goal was to keep the increase to our customers to a maximum of 10%. This goal was achieved.

Effective October 1st, all prices will be adjusted up by 7.5%.

Please note that our industry leading free freight program is still in effect. Through the remainder of the 2008 catalog year, orders of \$950 or more are still eligible for free freight. (See catalog for full details.)

Everyone at CAT is very grateful for your business, your support, and your understanding.

Sincerely,

Derrick Calcote  
President  
Continental Awards & Trophies