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4662 Dey Rd., Liverpool, N.Y. 13088

"There is no job so important, we can't remember safety first!"

11/25/08

Dear DesignCrete Dealers and Decorative Concrete Contractors,

I hope this letter finds you concluding a successful season and having enough money in the bank to relax for the winter. We have been busy overseeing construction of our new "world headquarters and international distribution" facility. We will be moving the last week of December. Anybody that likes moving is more than welcome to help. We held our first seminar on diamond polishing as part of construction and it was well attended.

Speaking of seminars - I will be hitting the road in mid February for seminars through the end of May. We are looking for dealers that would also like to distribute product. The following page has details of the distributor program and locations we are looking to increase market share. A number of Stampcrete distributors have also started to carry our products and a few have switched completely.

Industry News:

Brickform was bought by Solomon Colors. Solomon has infused significant capital and returned the inventory levels to sufficient quantities. That was great for us- We stock both Brickform and Solomon so it will give us better purchasing power. Increte was purchased by Euclid Chemical. Finally, Stampcrete laid off everybody but the general manger, a secretary and Mike Fennessy's kid. My how the mighty have fallen.

Marketing:

This winter put together a detailed marketing program.

- * Start with a presentation binder that includes pictures, testimonial letters and a copy of your insurance certificate. Don't show too many patterns and color options.
- * Make up postcards and do a target mailing in mid March to the most affluent areas in your business territory.
- * Reserve a booth in your local home show (mail in your receipt for a \$77.00 credit towards next seasons purchases).
- * Make a commitment to returning phone calls.

End of year cleanup:

- * Wash your stamps with soap and water. Store flat (Don't lean them against a wall, they will "cup").
- * Securely close the lid on all open release buckets.
- * Store all sealer in a heated area.
- * Store all integral color and fiber in a dry place. Dampness will wreck the bags.
- * TAKE A PHYSICAL INVENTORY. This is to make sure you are properly insured.

Finally, I would like to thank our dealers. Many have been with us for 6 seasons and continue to reference new business to us. Our growth and construction of our new building would never have been possible without our loyal customers. In a tough business climate we will finish the year up 8%. Happy Thanksgiving, Merry Christmas and Good Luck in '09.

Thanks,

A handwritten signature in black ink, appearing to read "Bob Bell".