



September 19, 2011

Dear Retail Partners,

After much consideration, Roll N Lock Corporation has decided to TEMPORARILY cease production of its E-Series™ (electric) cover system effective immediately, pending the arrival of a new, specially designed motor drive with built-in electronic controls.

Our current system, although the most advanced motorized retractable truck bed cover of its kind, has controls which are separate from the motor, requiring a rather complex and very exacting installation process, with little or no margin for error. This installation complexity has resulted in more problems than we feel are acceptable. These problems have obviously caused added warranty expense for our company, but more importantly, they have caused inconvenience to some of our customers, and that is our greater concern.

We will, of course, continue to support all of the product that we have in the field, and since the changes in design relate primarily to the motor drive and controls, the new system, when available, will be retrofitable to any current model that may require warranty service in the future. With this new generation system on the horizon, we feel it is in the best interest of both our company and our customers to cease selling and wait for this new technology to arrive. This new product is currently undergoing rigorous testing and we expect to resume production of a simpler-to-install and more durable electric cover system sometime around the end of the first quarter. We are hoping (hoping, not promising) to have this new technology on display at this year's SEMA Show.

As previously stated, one of the main benefits of this new technology is the fact that the receiving unit and all of the associated electronic controls will be built into the motor drive. Perhaps its most appealing feature will be the fact that the travel limits can be set almost automatically, greatly simplifying one of the most troublesome aspects of installation for the current system, and one of the most frequent causes for service if not done correctly.

As is the case with almost any product, "the simpler, the better". Our current electric cover system is a good product, but it does include some inherent complexities. We believe it is incumbent upon us to make it simpler, which ultimately will make it better, and we ask for your patience in helping us to see this project to fruition. We apologize for any inconvenience this decision may cause our retail partners, and we assure you that it was made with your best interest at heart.

Sincerely,

**Roll N Lock Corporation**