



January 10, 2011

Dear Valued Customer,

Thank you very much for all your business and confidence in Jaybird & Mais in 2010. This past year was our best year for tape sales in our 25 year history and we couldn't have done it without your help. We look forward to shaping our product line and meeting our clientele's needs for years to come.

As you may already know, the industry is faced with serious commodities issues going into 2011 and perhaps beyond. Cotton prices are over 80% this year and could go higher which increases our fabric costs significantly. Crude oil is creeping up again and influences Polyester, adhesives and transportation costs. Natural and Synthetic Rubbers are up and we have also received increases in packaging and textile bleaching and dying as well.

At present, we are doing the best we can, but in order to stay in business we will be required to increase our pricing due to these severe raw material costs effective January 28, 2011. In addition, since we cannot obtain textile prices from our suppliers in the 3rd and 4th quarters of 2011 yet, we will have no choice but to advise you that we can only guarantee pricing through June 30, 2011. During the first half of 2011, if costs remain, then we will be able to keep the pricing untouched. In the unlikely event that the costs plummet due to speculator trading, we will reduce our pricing to reflect the market conditions.

We have never changed our prices mid-season in our companies history and we take this very seriously. We have also never seen such problems in the commodities market as we are experiencing at present. Rest assured that we will continue to focus on our supply chain and make efficient adjustments when possible. We will also continue to maintain our lean manufacturing processes to help control costs.

We appreciate your understanding of these historic problems, we will do our best to navigate through these difficult times and service our valued clients as best as humanly possible.

Sincerely,
JAYBIRD & MAIS, INC,


Scott Garfield
President

