

Firestone

SPECIALTY PRODUCTS

Marketing Bulletin

Introducing Convenient Mini-Rolls of PondGard™ Rubber Liners

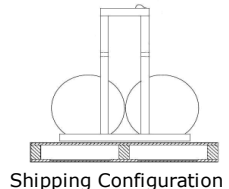
Firestone Specialty Products is pleased to announce a major initiative to assist authorized PondGard Distributors in servicing regional contractors and retail customers. We are now offering a PondGard 6-pack and 3-pack shipping configuration. These configurations are ideal for less than truckload shipments, local nursery operations and landscapers unable to handle existing large rolls.



The new PondGard 6-pack, item # W56PB01550H, is comprised of six rolls of 15' x 50' panels. The panels are folded 4x and rolled to fit on a convenient 3' core. The rolls are packaged in our traditional PondGard bag and shipped pyramid fashion on a standard pallet, as illustrated.

Additionally, we are pleased to introduce, with this offering, a PondGard Retail Starter Kit to be used with the PondGard 6-pack.

The Retail Starter Kit, item # W56PB01550R, which is detailed on the attached, contains one retail rack and two, 4-fold, 15' x 50' rolls.

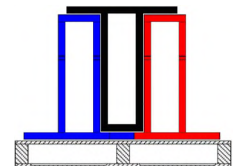


Shipping Configuration



As an added introductory bonus, for the remainder of 2009, Firestone will provide a two-sided decorative advertising tarp for each Retail Starter Kit ordered.

For authorized distributors wanting multiple retail racks, we have also made available a palletized retail rack configuration conveniently packaged to permit three racks to be transported on one conventional pallet.



Shipping Configuration



The PondGard 3-pack, item # W56PB02050H, contains three rolls, each with a five-fold, 20' x 50' panel of PondGard Rubber Liner. Like the PondGard 6-pack, the 3-pack is rolled to fit on a small 3' core. It is packaged in our traditional PondGard bag and shipped pyramid fashion on a standard pallet.

Initial channel feedback to these new compact sizes has been very positive due to the ease-of-handling the mini-rolls offer. Distributors are rapidly realizing that they now have additional transportation flexibility. They are able to commingle numerous offerings when shipping to a retail establishment or to a contractor for a home installation. Additionally, the rolls are infinitely more convenient for the consumer/end user as they are able to fit into most conventional automobiles.

*Note: The 3-pack 20' x 50' rolls are **not** to be used with the retail rack, W56RAC0013. They may be used with Multi Purpose Display Rack W56RAC0023.*