

**Philips Lighting Electronics N.A.**

10275 West Higgins Road  
Rosemont, IL 60018

March 14, 2011

Philips Advance Customers:

As a result of the continuing escalation in the cost of materials, especially in the areas of primary metals, electronic components, energy, and transportation, it has become necessary for Philips Advance to increase prices. Effective with May 16, 2011 shipments, prices will be increased an average of 3% for electronic ballasts and 10% for magnetic ballasts.

This increase will be factored into both stock and end-user pricing programs effective with the date of the increase. Updated price schedules and price agreements will be available in an electronic format on or before May 2, 2011.

Please direct any questions you may have to your local Philips Lighting Electronics Sales Agent or Philips Account Manager.

We thank you for your continuing support.

Very truly yours,



Bill Tortora  
Vice President, Distributor Sales