

Pieve d'Alpago, October 5th, 2011

Prot C11-DCvv 21

Circular letter to our Valued Customers

Re: ID 961-970-971-974 product family price increase

Dear Customers,

You surely remember our recent communication we sent you to inform about the launch of the following new series:

- **IDPlus for distribution channel**
- **EW/EW Plus/EW Plus EO for OEM channel**

This new product series, especially IDPlus, which allows to cover, with just 4 codes, almost the whole ID Series and the main products offered by competitors, has been welcomed by all customers; in fact we could notice a significant decreasing request for ID 961-970-971-974 models and the consequent increasing request for IDPlus Series. At this stage, we are therefore planning the phase out and production stop of the ID 961-970-971-974.

We would ask you to kindly take duly note of the following actions that will be effective as below detailed:

Models	Action	Starting date
ID 961-970-971-974 all versions	PRODUCTION STOP	December 31st, 2012

According to the am schedule it is implied that any pending order or any future order whose shipment date is scheduled after December 31st, 2011, will be modified as detailed in the above scheme.

Furthermore we are informing you that, **with immediate effect**, any new order for the above products should respect the minimum order quantity as follows:

Single package : **12 pcs. or multiples**
Bulk package : **20 pcs. or multiples**

Eliwell Staff remains at disposal for any further information or assistance you should require.

With our best regards.

Eliwell Controls S.r.l.