



Southwest Papers, Inc
1701 Second Street, S.W.
Albuquerque, New Mexico 87102-4505
505-842-0134 Fax 505-242-0342

May 11, 2011

Subject: Away-from-Home Price Increase Effective June 20, 2011

Dear Valued Customer,

Regrettably, rising raw material, fuel and freight costs are forcing Roses Southwest Papers, Inc. to increase into stock pricing on our full range of products by up to 9%. Certain items may increase more than 9%. These price adjustments will be effective June 20, 2011.

Orders received by the close of business on June 10, 2011, calling for immediate shipment will be invoiced at current pricing levels. All shipments after June 20th will be invoiced at the increased price levels. Coverage orders exceeding your average monthly purchases will be invoiced at the new price levels.

Contract claims (POD) for distributor shipments to end users made through June 30, 2011 will be priced at current levels. Contract claims (POD) for distributor shipments to end users made on or after June 30, 2011 will reflect the increased price levels.

We will be sending out our new pricing levels before May 20, 2011 for into stock price lists. Please distribute these new pricing lists to the appropriate individuals in your organization.

As always, Roses Southwest Papers, Inc. appreciates your business and we do regret these price increases. We remain committed to producing quality products and delivering superior customer service. If you have questions or require additional information do not hesitate to contact us.

Sincerely,

Robert S. Espat
President