



October 18, 2018

To Our Valued Customers,

First and foremost thank you for your business. We greatly value our relationship with you and appreciate the trust you've put in us to be your partner in "Building a Better Brand".

The purpose of this letter to address the latest tariffs on imports which were authorized by the current administration on September 24, 2018 under section 301. The range of our products being impacted by these tariffs are attached with accompanying duty that will result in a price increase of 10% on those items beginning on November 19, 2018. The new distributor and trade pricing will be available on IDW and Trade Service on that date as well.

Given that additional tariffs are being considered by the federal government, should more of our products be affected we will provide a list at that time with the accompanying duties and again provide 30-days' notice before price increases take effect.

The new pricing for the items affected by the tariffs starting on November 19, 2018 is now available for download on our distributor portal. For your convenience the specific list of items are attached.

Thank you for your loyalty and continued support.

Sincerely,

The L.H. Dottie Management Team