



September 29, 2011

Dear Valued Customer,

We want to thank you for your support of Cooper B-Line products and your interest in the Cooper First Loyalty Program. We feel it's important to maintain a program that not only is competitive, but also provides you with the most value. In order to do so, we are working with our distributor partners to develop a revised program to be announced at a later date.

Please note that the Cooper First Loyalty Program will be discontinued as of March 30, 2012. Rest assured you are able to continue to collect your points and redeem them prior to March 30, 2012. As we phase out the program, there may be limited quantities available on some items. So, please log onto [www.cooperbline.com/cooperfirst](http://www.cooperbline.com/cooperfirst) to see the latest inventory available before placing your order.

If you have any questions, please contact us at: [blineus@cooperindustries.com](mailto:blineus@cooperindustries.com) or 1-800-851-7415.

Thank you.

Cooper B-Line Marketing & Sales