

RIDEOUT'S INSULATION, INC.

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RICHARD APPEGATE
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11/10/01

Richard:

I just wanted to take a second to let you know that I have enjoyed working with you, Fred, and others in your firm over the last four years.

I thought you might enjoy the following story: One of Applegate's competitors called me up asking what I paid per bale for Applegate material.....to his amazement, I didn't really know. He said that he could beat whatever the price was. I let him know that price was relatively low on my list of importance when choosing to deal with Applegate. In fact, (maybe foolishly, since I am a businessman) I realized that I have never price-shopped other brands at all!

I think that story speaks well of Applegate.....it means that your dealers, in general, won't just jump to another supplier who is a few cents cheaper per bale. Your customer relationships are strong. It also means that you have quality people in your firm that other (dealers) enjoy working with on a day-to-day basis.

Keep up the good work!

Sincerely,



Ty Rideout
President, Rideout's Insulation, Inc.