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The Internet continues to bear silent witness to the maelstrom of price increases, layoffs and number of firms shuttering their doors that now define the climate of the architectural lighting industry. Consequently, firms flail about wildly trying to come up with some manner by which to control costs while maintaining profits to pacify board members and shareholders. Some through acquisitions of whole companies' worth of scapegoats others through deceptively worded price increase letters where *only* a 10% increase today somehow works out to over 45% via scheduled increases tomorrow.

What has remained constant then? The promise of American Made Quality. The pride in one's own craftsmanship. Those who believe in American made as a code of honor -- not just a graphic on a website. Since our inception in 1957 we have never used foreign aluminum in our products or any other cheap, knock-off parts for that matter. Of all the products we have for sale our integrity was never one of them.

In homage to those now left scrambling, we are issuing the first **Nothing to See Here. No Increase** price increase letter in the history of the industry. In short, don't worry, we've figured out how to maintain costs by doing more with less while doing business the right way.

Furthermore, in appreciation of the overwhelming response that our new 4/LED Bi-Directional line has received, and as a sincere tip of the cap to the other firms that did it the right way, we will be reducing the price of those tubes by 5%.

Thank you for your continued patronage and support.