

To: All Data Aire Representatives & Distributors,

**Re: NOTICE of Price Increase**

In response to the continued market increases primarily of freight and electronic devices it is prudent that Data Aire implement, effective immediately, 9% price increase.

Effective immediately, all newly created quotes will reflect the new prices and be **valid for a period of 30 days**. All existing quotes will continue to be valid for the remainder of their previously stated 30 day duration from date of creation or written confirmation from Data Aire sales manager.

As a reminder, any opportunity for volume discount will be considered on a quote-by-quote basis only. All volume discounts shall be approved by the Data Aire sales manager.

As a reminder, following is the Data Aire pricing policy:

PRODUCT/SERVICE	NET VALUE TO DATA AIRE
Series	
Standard Data Aire, gForce, Mini/Mini-Plus, Large Ceiling, Shelf & Data Cool series	0.32
Stand-alone heat rejection units (condensers, dry coolers, etc.)	0.40
Job-specific multipliers	Apply only to a specific scope of work <u>and</u> total price for 30 days from the date approved by Data Aire Sales Management
Engineered-to-Order projects (aka "Specials")	Quotes valid for a specific scope of work <u>and</u> total price for 30 days from date approved by Data Aire Sales Mgmt
Parts	Quotes valid for 10 days
Warranty / Services	Quotes valid for specific scope of work <u>and</u> total price for 30 days from date quoted by Data Aire Sales Management or Service Dept

*\* Note: gForce series includes Ultra, InRow, and GT models in addition to "GF" models*

Please feel free to reach out to your Regional Manager with any questions or concerns.

This is a unique environment we all continue to operate within and Data Aire continues to strive daily to aggressively work the global supply chain in effort to satisfy growing demand.

As always, we appreciate you bringing Data Aire to market in your territory.

Eric Jensen,



VP/GM

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