



VELUX®

Skylights

**No leak
skylight**

10-year installation
warranty on deck
and curb mounted
skylights

The No Leak Skylight™

• No Leak Promise • No Worries

Dear Customer:

2010 saw the largest product introduction by VELUX ever with the launch of the No Leak skylight in the market place. Based on sales results, we certainly feel that this introduction has been a success! Thank you for your continued confidence in our VELUX products.

Innovation and quality products have been cornerstones for VELUX growth since the company was founded in 1941. That tradition continues in 2011 with the introduction of a number of new products. While many companies are consolidating and holding the line during the most difficult economic climate in our lifetime, we believe at VELUX that there is no better time to invest in our market, strengthen our leadership position, demonstrate our commitment to bolstering the skylight product category, and support our dealers.



What's new for 2011?

The No Leak curb mounted skylight program

In 2011 we will introduce the No Leak Curb Mounted skylight. In keeping with the No Leak Deck Mounted skylight, we will offer an industry-first 10-year installation warranty on curb mounted installations where the VELUX ECL or ECW flashing is installed properly in combination with VELUX curb mounted products (FCM, VCM, VCE). The ECL and ECW flashings will now come packaged with a roll of adhesive underlayment to be used during installation to wrap the site built curb. This introduction enables us to feature 3 layers of water protection on every VELUX curb mounted skylight installation as long as the VELUX flashing is used with the VELUX skylight:

1. Pre-attached weather seal gasket to the VELUX curb mounted skylight
2. Adhesive underlayment
3. VELUX flashing

Please find enclosed in this mailing the flyer on the No Leak curb mounted program.

New glass SUN TUNNEL™ Skylight, Lovegrove chandelier

In 2011, we will also introduce a number of new products and features with our SUN TUNNEL skylight product line. This will consolidate the VELUX position as the residential market leader in the United States in tubular skylights.

- A new low-profile glass SUN TUNNEL skylight creates a sleek roofline.
- The Lovegrove Chandelier makes a design statement and controls light dispersion with residential 14" SUN TUNNEL skylights
- The 10" and 14" manual blackout blind for SUN TUNNEL skylights. An affordable way to block the light when needed.
- Please find enclosed the flyer regarding the introduction of these SUN TUNNEL skylight products in the marketplace.

It is also noteworthy that our current residential SUN TUNNEL skylights (TMR, TGR, TMF, TGF) are now tested to U-Value and Solar Heat Gain Coefficient better than 0.3, which exceeds ENERGY STAR requirements nationwide, making them an affordable and very energy efficient way to bring daylight into any space.

Product launch schedule

- The No Leak curb mounted skylight with installation warranty: available from April 1, 2011.
- SUN TUNNEL skylight glass: expected availability May 2011.
- SUN TUNNEL skylight Lovegrove chandelier: expected availability March 2011.
- SUN TUNNEL skylight manual blackout blind: available now.





2011 Pricing

Unchanged in 2011 on all residential skylights and SUN TUNNEL skylights. ECL and ECW curb mounted flashing kits will go up to reflect the addition of the adhesive underlayment in the flashing box.

On the commercial side, increases will take effect on April 15, 2011 for CMA, CVA skylights as well as the commercial Sun Tunnel Skylight (TCR). We are also adding the following products to our price guide:

- Glass SUN TUNNEL skylight (TLR 014)
- Lovegrove Chandelier (ZTB 014)
- Manual blackout blind for SUN TUNNEL skylights (ZTK 010, ZTK 014)

Energy Tax Credits

In 2011, energy tax credits for skylights will all be based on meeting and exceeding ENERGY STAR requirements. Residential SUN TUNNEL skylight products (TMR, TGR, TMF, TGF) and all residential skylight products (with the exception of Thermolite products) all exceed ENERGY STAR requirements in all climate zones in the United States and Canada.

VELUX Skylights energy tax credit: 10% of product cost up to \$200

VELUX SUN TUNNEL skylight energy tax credit: 10% of product cost up to \$200

VELUX solar blinds energy tax credit: 30% of product and install cost up to \$1,500

Marketing

Our goal in initiating this major transformation and improvement of all VELUX skylight lines is to enhance the relevance of the skylight category as a whole and convince our customers (trade and consumer) that there is zero risk in correctly installing VELUX deck mounted skylights.

In 2011, VELUX will aggressively market and advertise the No Leak skylight in traditional construction related print media as well as less traditional media where our research shows our target market is active (fashion and cooking print and online media along with various travel web sites.)

We are also launching some very cool applications:

- iPhone and Android mobile skylight apps. These apps allow you to take a picture of any space and add VELUX skylights to that space for a full visualization of the impact of skylights on the room or space.
- Augmented Reality. Some of our ads will feature this new technology where a customer can use their computer's camera to read an ad icon which drives the user to a web site with multi dimensional representation of skylights in a space.



The VELUX commitment to you

Our commitment to you is very simple.

We will continue to bring you the very best skylight and SUN TUNNEL skylight products to the market place so that you have absolute peace of mind when you sell a VELUX product.

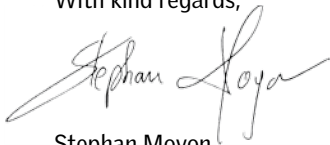
We will revitalize the skylight category by aggressively marketing our No Leak concept and services to your customers (builders, roofers, remodelers and architects) wherever they are and wherever they spend their time.

We will back up and support our products and customers like no other company in the industry.

By meeting the terms of this commitment, we are confident that even in a difficult environment, 2011 will show to be another great year for your skylight business.

We are now embarking on a campaign aimed at reaching skylight skeptics across this country so that all homes in the U.S. can benefit from natural light and fresh air from above! We are glad you are a part of that effort.

With kind regards,



Stephan Moyon
Director of Sales



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