

March 4, 2019

Dear Valued Thomson Customer:

Over the last 20+ years Thomson Bike Products, Inc. has strived to maintain a consistent MSRP on our family of cockpit components. During that time Thomson has absorbed cost increases to raw material, tooling, transit, and outside processing. Thomson has been able to prevent price increases through process improvement, and increased operator efficiency.

Unfortunately, due to recent cost increases, Thomson has determined a price increase is necessary. In order to leave margin for our partners, an increase of 10-15% for most products will take effect for orders shipping on or after April, 1 2019. This applies to all price points including MSRP.

For our domestic partners, Thomson's MAP policy will remain unchanged - requiring advertised prices to be within \$20 of MSRP.

We appreciate your understanding as we adapt in this evolving market.

Sincerely,

Mike Christensen
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