



09/30/25

Our Partner Representatives,

This letter is to advise you that there will be a 5% price increase on most items and 10% on select items (Reach Ins & Hot cases) effective 1/1/26. This price increase is due to the unforeseen rising cost of component materials and transportation during this time. This price increase will be for both Howard McCray and Fogel products. Buying groups have been notified, but please notify your dealers of the increase.

All Purchase orders before 12/31/2025, will be honored with the current price, so we highly encourage you to encourage your dealers to order soon to take advantage of this.

HMC Enterprises LLC appreciates your continued support through this period of growth. If you have further questions or concerns regarding the price increase, please do not hesitate to reach out. I would be more than happy to discuss this situation with you.

Best Regards,

A handwritten signature in black ink that reads "Scott North".

Scott North

VP Of Sales & Marketing