



GOLDEN BOY PIES, INC.

September 13, 2011

Dear Valued Customers of Golden Boy Pies:

We will be changing our prices effective with deliveries or pickups to be made on or after Tuesday, October 4, 2011.

Last year, the prices we set were based on the expectation that costs were nearing a peak, and that the economy would improve at a faster pace. Instead, prices on our raw materials have continued to climb, further out-pacing our ability to absorb them. And the economy has failed to recover as hoped.

You know this from your other suppliers, most of whom immediately pass along their increases. Every invoice has several items that cost more than last week, often by 2 to 4 %! In addition to this relentless climb, we are faced with more record-setting cost increases. Cocoa has gone up by 32% from one order to the next! Eggs are up 18% just from our last order. Dry milk is up 14%. And these percentages don't count all the weekly increases.

It has always been our policy to shield you, our customers, from market fluctuations. But these "fluctuations" are just going up and up, instead of the traditional up and down, making our policy nearly outmoded. So now, to stay in business, we too must make some changes.

Effective with orders for October 4, 2011, the following changes will be in effect:

- All Fruit, Cream, & Specialty Pies 20¢
- Pre-Cut Cheesecakes 50¢
- Cupcakes ½ Dozen 15¢
- Cakes
 - 8" Round Cakes & Half Sheet Cakes 30¢
 - Full Sheet Cakes 60¢
- Lemon Bars & Blondies
 - Quarter Sheet 10¢
 - Half Sheet 20¢
 - Full Sheet 40¢
- Brownies
 - Quarter Sheet 20¢
 - Half Sheet 40¢
 - Full Sheet 80¢

Sincerely,

Terry D. Hunt
President & Treasurer

4945 HADLEY STREET
OVERLAND PARK, KS. 66203-5392

Phone: (913) 384-6460
Toll Free: (800) 634-7284
Fax: (913) 384-3352

Email: gbp@goldenboypies.com
Website: www.goldenboypies.com