

ROPPE HOLDING COMPANY

ATECO ■ FLEXCO ■ RHC LOGISTICS ■ ROPPE ■ SENECA MILLWORK ■ TRI-COUNTY BROADCASTING

March 26, 2020

To Starnet Members:

I would like to provide you with an update on the status of Roppe Holding Company in the midst of these challenging times and the steps we are taking to respond.

First, Roppe Holding Company recognizes the profound impact the coronavirus, or COVID-19, will have on employees, families, customers and partners and are taking all appropriate measures to prioritize their health and wellbeing.

Second, Roppe Holding Company understands that the health of the companies on which you rely is vital to maintaining your operations. In this, we stand together. As Roppe Holding Company assesses our family of businesses today, we are grateful to share that our employees are informed and participating in new ways of working that include enhanced cleaning, disinfecting and social distancing. We have eliminated non-essential outside visitors and have grounded all non-essential travel. These steps are all contributing to the ability to maintain production schedules and normal lead-times.

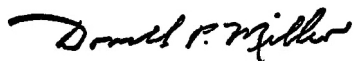
Third, as an 'essential' business serving critical trades and critical end-user markets, Roppe Holding Company is committed to ensuring that we maintain inventory levels on the core flooring lines your members rely on. We have always purchased raw materials ahead of time and this is contributing to our uninterrupted production schedule. We recognize this is a fluid situation and that conditions outside our control may change. Trust that Roppe Holding Company is doing our best to control the controllable.

To support sales and specification cycles, Roppe Holding Company is rapidly increasing our ability to meet education and information needs remotely. Resources are readily available on brand-specific websites.

In short, we have an excellent family working together, committed to you, our extended family. This will ensure business continuity you can rely on.

Take care of yourself, your friends and family and the community around you.

Sincerely,



Donald P. Miller
Chairman and CEO