



The Right Choice

TO: ALL EMPLOYEES

FROM: HUMAN RESOURCES

DATE: MARCH 17, 2011

RE: JAPAN EARTHQUAKE AND PACIFIC TSUNAMI RELIEF FUND

By now all of you have heard about the massive earthquake and tsunami in Japan and the devastation it has caused the country. Authorities have confirmed more than 4,000 dead and another 7,000 missing and that figure is expected to rise. Those who did survive lost everything they owned and now face shortages of food and water, no electricity or heat and frequent aftershocks that have rattled the country.

Here is your opportunity to help. *Beginning today, SEM will be collecting donations in Tara's office that will be sent to the American Red Cross and designated for the Japanese Relief Effort.* We will be accepting donations through Monday, April 4th. There will be a donation box setup in Tara's office for cash, or if you prefer you may write a check to the American Red Cross that could be claimed on your taxes as a charitable donation for 2011. SEM will be matching all the employee donations, and Marilyn Scranton has again generously offered to match *both* the company and the employee donations in total.

With estimates that as many as three million people may be affected by the catastrophic earthquake and tsunami in Japan, SEM Products, Inc. and the Board of Directors feels strongly about making this contribution in an effort to help the country recover. Please see Pat or Tara with any questions and we hope to receive strong participation from our employee-owners on this collection effort. Thank you for your support!