



Alony News

February 2005

We would like to share with you, our important partners and friends around the world, the news about the new and exciting developments we are going through in the last few months.

As you know, last year was very tough for the Jerusalem Gold stone. The existing quarries reached the lower limit of their capacity, and material became more and more fragile and un-consistent. Gradually, all the Israeli suppliers neglected the Jerusalem Gold stone and emphasized the other Israeli stones – stones that Alony has been selling for a long time.

We felt we needed a change.

The New Future

Alony has invested with partners in a new quarry located in the Israeli desert – the Mizpe Ramon area. The place is heaven and peaceful for those who like the desert life.





The blocks are medium-size, well formed, and strong.



In some areas we have already taken the blocks out for tests and basic block stock that we are now building.





New Names

Today Alony is stronger, faster, and more attractive to the customers. It is time for us to brand our name, our quality and heritage.

Here are the new names of our materials:

NEW

Alony Gold. Formerly: Jerusalem Gold

NEW

Alony Grey. Formerly: Jerusalem Grey

NEW

Alony Beige/Beige RD. Formerly: Jerusalem
Antique/RD

NEW

Alony Crème. Formerly: Jerusalem Crème

Moav, Massada Gold, V-Grey, and Solomon's Gold remain the same.





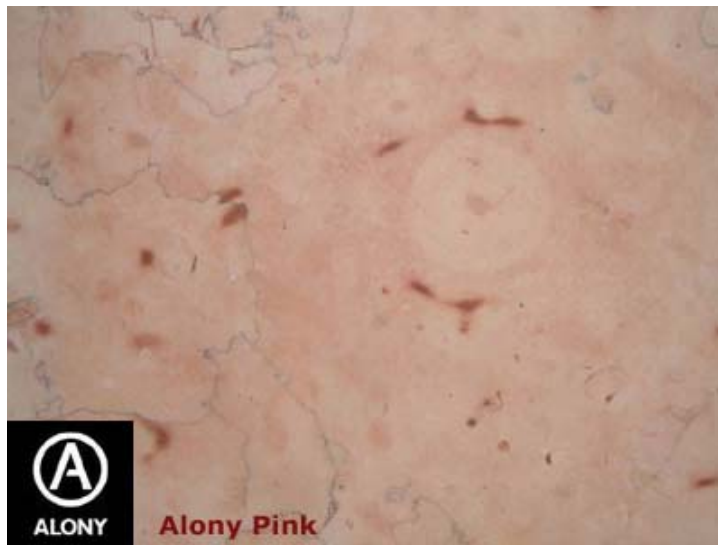
New Colors

We have added new materials to our current range of stones. We are happy to provide the market with three new magnificent colors. They are priced in very competitive and attractive prices.

All the new materials are available in slabs and tiles. Try them!

Alony Pink

Sub-group of the Alony Crème





Moav White *Sub-group of the Moav*





Alony Yellow

Sub-group of the Alony Gold

For projects where Alony Gold is requested, but have lower budget and you are still looking for yellowish colors, you can submit the Alony Yellow. This material, although not the same material, still has very similar shades and hues to its "bigger-brother", the Alony Gold.

We have priced this material in a low selling price to assist.





Your part

We urge you to prepare yourself as our agents for the new Alony strategy – combining the challenge of selling large quantities of stock products (slabs and tiles) with the specialization of the projects field.

As our representatives, your added value is increasing. In addition to the current benefits and values of Alony, you now gain a strong industrial support.

- ✓ Unlimited raw material
- ✓ Shorter delivery time
- ✓ Competitive pricing
- ✓ Wider range of products
- ✓ Wider range of products prices (first quality, second quality, and commercial)

To you the added benefits can be seen in:

- ✓ Better service to your current customers (faster supply schedule in better prices)
- ✓ Widening the customer base by applying to different kinds of customers (upper market, second quality customers, and customers who buy commercial only)
- ✓ Exclusivity in material that is well known and demanded (in the next five years more quarries will be opened by other companies, so we should use the advantage of being ready now)



2005 PRICE LIST

Alony launched a new price list for 2005. This price list was designed for ease-of-use by you, our customer.

Most of the prices have changed. Happily, they were reduced. We welcome you to explore the new price list and ask us for any clarifications you may need.

We have added sawn slabs for our customers in the Far East and we are offering a wide variety of finishes and sizes that were not priced before.

Yet, for projects, please don't hesitate to contact us for special pricing.

We will do our very best to support your sales and marketing efforts, so that together we will all reach our goals. We wish you a lot of success in this year's sales, and looking forward to hearing from you soon.

Best regards,



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