



FLYING CEMENT COMPANY LIMITED

FLYNG/1002-367-9
February 18, 2010.

The General Manager
Karachi Stock Exchange
(Guarantee) Limited
Stock Exchange Building
Stock Exchange Road
Karachi.

Ph. 021-2439618, 5274381
Fax 021-111 573 329

The Manager Company Affairs,
Lahore Stock Exchange
(Guarantee) Limited
Stock Exchange Building
19-Khayaban-e-Aiwan-e-Iqbal,
Lahore.

Ph. 042-6316973
Fax 042-111 441 441

The Deputy Manager Operation,
Islamabad Stock Exchange
(Guarantee) Limited
Stock Exchange Building
101-E, Fazal-ul-Haq Road,
Islamabad.

Ph. 051-2275045, 111 600 800
Fax 051-2275044

Subject: Material Information

Dear Sir,

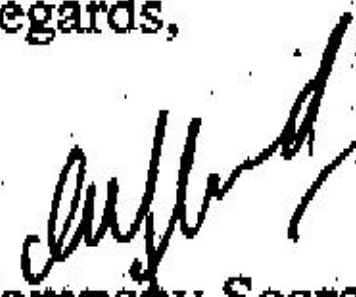
In accordance with the Listing Regulation No. 28 and Clause (xxiii) of the Listing Regulation No. 37 under Code of Corporate Governance, we are pleased to convey the following information:-

- That the company has undertaken the BMR Program to reduce the production cost and enhance the profitability of the company.
- That the shifting / conversion of Electricity Power from own source to WAPDA is under process in order to reduce the Power Cost.

Due to high cost of inhouse Power Generation the company has temporarily closed down its production. It is expected that WAPDA Grid Station already installed will be energized soon and the production will resume by the mid of March 2010.

The information is submitted under the compliance of listing regulations.

Regards,


Company Secretary