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Louis Razza  
Ferguson Fire & Fabrication  
2750 South Towne Ave.  
Pomona, CA 91766

Hello Lou,

Thank you for your continued support of our business. FPPI entered 2010 aiming to be the best business partner possible to you, our distributor. Our goal is and always has been to support you in ways that would reduce the effectiveness of the manufacturer to contractor direct business model. We believe, that together we have been very successful driving more business your way. FPPI distributors came out of 2010 with a much larger piece of a smaller pie and are now poised for significant growth in 2011.

This past year we developed and implemented a commodities indexing program with our suppliers which allowed us to maintain stable pricing in a very unstable market. We were the only supplier in our industry to lower brass pricing in the third quarter of last year.

Since our last price adjustment commodities prices have been steadily rising. Oil, steel and copper are exceeding previous record highs. We are starting to feel the impact of these higher prices and need to plan accordingly. We are holding the line on brass for now but need to announce an increase on Sealants, Lubricants and Gauges. Our customer service Team will be sending you an updated price list (effective April 1) which incorporates revised pricing on FPPI's Sealants, Lubricants and Gauges. You can anticipate an average price increase of approximately 5.9% in these product categories. This is an average – some increases are greater and there are price decreases as well.

Thank you for your dedication to FPPI. We are working diligently to send more traffic through your branches and away from manufacturer to contractor direct sales channels. If there is more that FPPI can do to support your strategic initiatives in 2011, please let us know.

Sincerely,

Brian McCann  
Director of Sales & Marketing - FPPI

Cc: Tracie Harding

**Insist on FPPI**