



To Our Valued Customer:

We have all experienced the continuous price increases for global raw materials. Many of the materials and services we purchase have experienced significant increases that we can no longer absorb. We are continuing our efforts to reduce costs where practical and without sacrificing product quality or customer service. Unfortunately these efforts have not been enough to offset the increased costs we continue to experience.

As a result, we find it necessary to increase list prices for most of our products 7%. Some individual product families might be subject to slightly higher increase amounts while others might see little to no impact. This increase is effective on all orders placed on or after September 12, 2011, with all orders received after the close of business on Friday, September 9, 2011 subject to the increase.

The updated price list is available in Excel format, and in pdf form from the Victaulic website. To access these, please visit www.victaulic.com and click on the "pricing information page" under the "literature" menu. Orders will be accepted for printed price lists on August 12, 2011.

We thank you for your continued support and business and assure you that we will continue to work hard to provide you with the highest quality, most reliable piping system solutions to serve your business needs. Your local Victaulic sales representative can answer any additional questions you may have regarding this information.

Sincerely,

A handwritten signature in cursive script that reads "Gary Moore".

Gary Moore
Executive Vice President