



To Our Valued Customer:

Victaulic employees have continued to work hard to maintain our current cost position through implementation of various cost containment strategies across our business. Some of the decisions were difficult and included reduction of our work force at various Victaulic locations. We've also continued our focus on limiting discretionary expenditures and maximizing plant productivity through key initiatives such as lean manufacturing. 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 6.5%. 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 February 28, 2011, with all orders received after the close of business on Friday, February 25, 2011 subject to the increase.

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 black ink that reads "Gary Moore". The signature is written in a cursive, flowing style.

Gary Moore
Executive Vice President