

VERNON BITZER ASSOCIATES, INC.

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Controlling flow since 1951

April 8, 2011

To: Our Valued Customers

SUBJECT: Price Increase

Due to continued increases in raw materials such as copper, nickel, as well as rising oil costs, Watts Water Technologies will be implementing a general price increase on all products effective Tuesday, May 31, 2011.

These cost increases have exceeded Watts' aggressive cost reduction actions and they are forced to increase their prices accordingly. This increase will apply to **ALL** divisions including **Watts Regulator, Ames, Febco, WaterPex, and Dormont and Quick Connect Products.**

While the percentage of this increase varies from product to product, **the average increase will vary from 7% to 9%** with some items higher or lower. If you require information on specific products, please contact our office for the exact amount of the increase for the product in question.

All orders for immediate release received by Friday, May 27, 2011 will receive the former prices.

List prices will be available April 20, 2011 in either Excel or PDF formats via the website at www.wattswater.com/dataexchange. For printed copies of price lists please contact your Vernon Bitzer Associates sales representative.

We appreciate and thank you for your business and assure you of our commitment to continue to supply you with quality products at competitive prices. If you have any questions or need further clarification on these changes, please contact your Vernon Bitzer Associates salesman or call us at 215-443-7500.

Best regards,

Steve Krumm
Vernon Bitzer Associates, Inc.