



December 1, 2010

To: Aqua-Pure Distributors

From: Aqua-Pure Residential Marketing

cc: Regional Sales Managers & Sales Representatives

Re: 2011 Aqua-Pure Pricing

Effective January 1, 2011, Aqua-Pure® branded filtration and treatment products will have adjustments made to their respective list pricing. Attached is the 2011 Aqua-Pure Price Guide which reflects these changes.

Highlights of the adjustments are as follows:

- Average 3.5% increase on filtration systems and replacement cartridges
- No increase on Aqua-Pure water treatment systems
- No increase on Ultraviolet Light Systems
- No increase on AP-RO5500 or AP-DWS1000 systems
- Parts will increase 3.5% on average

3M Purification continues to strive to control costs and minimize price adjustments in an economy that remains somewhat volatile. In the most recent October 2010 Producer Price Index (PPI), the U.S. Bureau of Labor Statistics has reported a 4.3% change in PPI between October 2009 and October 2010. This past year, we have been able to control costs for many of the raw materials that are used in our filtration systems. However, some costs have increased extraordinarily beyond our control. We are proud to have managed costs below the national average.

2011 Price Books are currently being printed with a target release and mailing date of mid December.

If you have any questions, please contact your Regional Sales Manager.

In closing, we want to thank you for your continued support and wish you the very best in the coming New Year.

3M Purification Inc.  
Aqua-Pure Residential Marketing