

November 23, 2010

Dear Valued Customer:

Please accept this letter as notification of a price increase effective January 1, 2011. The increase is a result of escalation of the core cost of materials and other input costs. Investments in equipment and technology along with internal cost cutting measures enable us to keep these increases to a minimum.

Based on this we will raise prices approximately 8% in most product categories.

The following products will not receive any price increase:

- Speedi Plumb® Product Line
- Tankless Water Heater Kits
- Garden Hose Fitting Dishwasher Kits
- Garden Hose Fitting Crimped Dishwasher Kits
- Dual Outlet Valve Adaptors
- Quick Connect Dishwasher Kits

The price increase will be detailed in Pricing Spreadsheets which will be accessible on www.brasscraft.com and on ROA by December 1, 2010. The List Price Schedules will be mailed to you by January 3, 2011. Please use the schedules in conjunction with your existing catalog. New catalogs will be printed at a later date. Pricing will also be available on disk by January 3, 2011 and obtainable from your sales representative.

We truly appreciate your business and thank you for your continued support. Should you have any questions, please contact your sales representative for more information.

Sincerely,



Jim Pletcher
Vice President, Sales