

To: Franklin Electric Commercial Water and Plumbing/HVAC Distributors – USD

Franklin Electric would like to thank you for your business. Due to a combination of issues related to the recession, we have experienced significant increases in raw material and transportation costs that are critical to our business. Therefore, we are announcing a price adjustment. We value your commitment to Franklin Electric and pledge to maintain our focus on the factors that will strengthen our relationship and mutual success.

We anticipate that the effective increase will average 4% to 6% for all products effective on **December 11, 2010**. All orders received on or before **December 10, 2010** for immediate shipment will receive current pricing. The price adjustments will vary within a product line; see the price list for specific adjustments. This price increase will replace our planned 2011 spring price increase.

A PDF file of our price list will be available through your Franklin Electric Regional or Territory Manager prior to the effective increase date and you will receive a hard copy version in the mail.

Sincerely,

Deb Monce

Pricing Manager
Americas Water Systems Group

