

BALDWIN

January 13, 2009

Dear Baldwin Showroom,

Over the last 3 years, Baldwin has launched some exciting and well-received new products. In order to remain focused on developing new products and maintaining consistent lead-times, we must also remove lower performing items.

After reviewing all product lines, the Product Marketing team has chosen a more clearly defined segmentation of bath accessories, separating retail from our portfolio of traditional showroom product. We have also identified a selection of under-performing SKU's that will be discontinued in 2009.

Please review the list and share this with your customers and sales associates. Also, please begin planning for the necessary change-outs on your existing merchandisers.

Thank you for your continued support of the Baldwin brand. Please feel free to contact me with any specific questions or concerns about these changes.

Sincerely,



Dave Albert
Vice President
Baldwin Hardware Corporation



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DISCONTINUED CABINET HARDWARE

Orders placed by April 1, 2009 will be fulfilled 100%

Orders placed from April 2, 2008 until July 1, 2009 will be fulfilled from existing inventory only.

On July 2, 2009, orders will no longer be able to be placed.



Beaded Cabinet Knob
4442-1", 4443-1.25", 4444-1.5"
THIS STYLE, ALL FINISHES



Classic Cabinet Knob
4700-625"
THIS STYLE, ALL FINISHES



Square Ornamental Cabinet Pull
4466-3.5"
THIS STYLE, ALL FINISHES



Classic Cabinet Pull
4462-3"
THIS STYLE, ALL FINISHES



Rounded Ornamental Cabinet Pull
4467-3"
THIS STYLE, ALL FINISHES



Round Cabinet Pull
4481-3", 4482-3.5", 4483-4"
THIS STYLE, ALL FINISHES



Hex Arch Cabinet Pull
4498-3.75"
THIS STYLE, ALL FINISHES



Cabinet Pull
4670-2.5", 4671-2.75", 4678-5", 4679-6"
THIS STYLE, ALL FINISHES

STILL AVAILABLE:
4672-3", 4674-3.5", 4676-4"

DISCONTINUED CUSTOM HOME GENERAL HARDWARE (ENTIRE CATEGORY)

Beginning January 1, 2009, Baldwin Hardware will only be able to supply orders from existing inventory.

On March 1, 2009, the entire Custom Home product line will be discontinued.

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DISCONTINUED BATH

Many showrooms have spoken, and we have listened. The #1 objective is to offer showroom exclusive products in solid brass and architectural bronze. Providing premium quality bath products while eliminating the potential of direct competition with Home Centers is paramount.

In order to meet your requests, five families will be transitioning to zinc for the Home Center channel in limited finishes and functions. Our exclusive showroom portfolio will consist of 14 families in solid brass and architectural bronze; plus, a complete shower basket offering in 6 functions and 6 finishes.

Effective February 1, 2009, the following families will transition from brass to zinc in limited finishes and functions, and removed from the showroom catalog:

- Champlain
- Canaveral
- Stonegate
- Tourmaline
- Hyannis

Product availability will not be guaranteed on these items after February 1, 2009, and will be available only while inventory lasts. Zinc items may be purchased at current List Prices, subject to availability. Please check with your customer service representative for specific inventory questions.

This transition is the first step of providing what you expect in Baldwin Bath: unsurpassed quality, exclusive product offerings, plus leading style and design.

Thank you for your continued support in 2009.