

JADO

Porcher

PRODUCT ANNOUNCEMENT

August 10, 2009

To: Our Valued JADO and PORCHER Customers
Re: JADO and Porcher Faucet Discontinuations

Dear Valued Customer,

In our continuing effort to provide you with advance notification of upcoming product actions, this letter is to advise you that it is our intention to discontinue select JADO products and the remaining Porcher faucet products. The discontinued Porcher faucet products will be redesigned and introduced into the JADO family in the 2nd Quarter of 2010. We need to remove slower moving / dated products from our offering, as we continue to focus on the development and introduction of new products; NEW line of Luxury Shower Products and coming soon 4 NEW Kitchen Faucet Collections.

LIST PRICE SPECIAL

Effective immediately, we have **REDUCED THE LIST PRICES** for all products marked for discontinuation. Please find the enclosed CD that contains an excel version of the detailed list of discontinued products with an effective date of December 31, 2009 and the **NEW LIST PRICES**.

The file is also available on the Customer Resource Center (CRC) at www.amstdmedia.com – click on "Support Tools" – click on "Discontinuance Lists". We will continue to make these products available after December 31, 2009 while supplies last.

JADO PRODUCT DISCONTINUATION SUMMARY

- Perlrand
- Ornate
- Swan
- Diamond Finish (167) in 818 Series and Wynd 816
- ALL Tumblers
- ALL Soap Dishes - EXCEPT Borma and Jean Nouvel
- ALL Shelves
- ALL 8" Towel Rings ONLY
- ALL Bidet Faucets EXCEPT Classic, Glance, illume and New Haven Single Hole
- ALL Roman Tub Fillers without Handspray EXCEPT for Glance

Please refer to the detailed list for all discontinued products by series

PORCHER FAUCET PRODUCT DISCONTINUATIONS

The following collections are affected:

- Reprise Collection – ALL SKUs
- Alfieri Basin Faucet (5415501.002) and Alfieri Monoblock Faucet (5415101.002)
- Iperbole Basin Faucet (5131501.002) and Iperbole Monoblock (5131101.002)

Coming Soon in 2nd Quarter of 2010 – the above products will be redesigned and introduced into the JADO family of products

We regret any inconvenience this notice may cause your company and sincerely appreciate your understanding and assistance in helping us minimize the impact of the product discontinuations to your customers. Our sales, marketing and distribution personnel stand ready to assist you in placing your company's final orders, or in providing any product support you require.

If you have any questions, please contact your local Sales Representatives or one of our premier Customer Care Team members at 1-800-227-2734. All of us at JADO sincerely thank you for your business and continued support of our products.

Sincerely,
Debbie Drury
Product Manager, JADO