

BALDWIN

MARKETING UPDATE

June 3, 2011

To: All Baldwin Customers

Re: Baldwin Estate™, Commercial, Archetypes™ Price Increase and Product Discontinuance

As a follow-up our May 6 communication about a July Baldwin price increase, the following is additional details about the price changes as well as new information regarding the discontinuance of a number of products later this year.

New Pricing

Effective July 1, 2011, Baldwin will implement an average weighted price increase of 8.3% on our Estate and Commercial portfolios and a 10% increase on our Archetypes portfolio. Electronic versions of the three price books, printed price addendums, and SKU level information on new pricing are available through your Baldwin sales representative. The Images™, Bath, and General Hardware product lines will not be impacted by the July price adjustment. The below chart outlines the average price adjustments for Estate products based on the category:

Category	Weighted Adjustment
Patio Door Trim	▲ 10.9%
Tubular Estate	▲ 10.9%
Mortise Locks	▲ 10.8%
Entrance Trim	▲ 9.8%
Lock Trim	▲ 7.5%
Latches	▼ 9.1%

Please note that the Images line will be consolidated into the Estate portfolio later this year, at that time we will adjust the pricing accordingly. We will provide more information about the consolidation over the coming months.

Product Discontinuances

We have made the decision to discontinue a variety of slow-moving Estate and Commercial styles and the Outdoor Lighting category. In addition to the specific styles and products that will be discontinued, we will be exiting the 038 Aged Brass finish in its entirety across all Baldwin products. We have outlined the specific products and finishes that are affected by this discontinuance in the subsequent pages, including images for your reference.

For lock products, we will fill orders received after December 2, 2011 from existing inventory on a first-come, first-served basis. Due to the nature of the supply chain for Outdoor Lighting, we must receive orders prior to September 1, 2011 in order to ensure delivery by the end of the year. Since product availability may be limited during the discontinuance, we ask that you utilize Baldwin Express to get up-to-date inventory information.

Please share this information with your associates and feel free to contact your Baldwin sales representative with any questions.

Thank you for your continued support of Baldwin,
Baldwin Marketing Team

BALDWIN

MARKETING UPDATE

Discontinued Estate & Commercial Lock Product

Starting December 5, 2011 we will fill orders with existing inventory only, while supplies last.

FINISHES



038 Finish
All Products



102, 112, 151
Finishes
*All Stainless Steel
Products*

KNOBS



5012 Knob
All Finishes & Functions



5039 Knob
All Finishes & Functions



5039 Knob
All Finishes & Functions



5072 Knob
All Finishes & Functions

LEVERS



5100 Lever
All Finishes & Functions



L001 Lever
All Finishes & Functions



L003 Lever
All Finishes & Functions



L007 Lever
All Finishes & Functions



L008 Lever
All Finishes & Functions



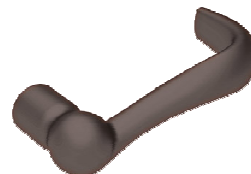
L009 Lever
All Finishes & Functions



L010 Lever
All Finishes & Functions



L011 Lever
All Finishes & Functions



L012 Lever
All Finishes & Functions



L013 Lever
All Finishes & Functions

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MARKETING UPDATE

Discontinued Estate & Commercial Lock Product (Continued)

Starting **December 5, 2011** we will fill orders with existing inventory only, while supplies last.

LEVERS (Continued)



L019 Lever

All Finishes & Functions

ROSES



5014 Rose

All Finishes & Functions



5018 Rose

All Finishes & Functions



5026/5126 Rose

All Finishes & Functions



5037 Rose

All Finishes & Functions



5044/5140 Rose

All Finishes & Functions



5056S/5160S Rose

All Finishes & Functions



5071/5171 Rose

All Finishes & Functions



5074/5143 Rose

All Finishes & Functions



R013/R013S Rose

All Finishes & Functions



R015 Rose

All Finishes & Functions



5047S Rose

All Finishes & Functions

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MARKETING UPDATE

Discontinued Estate & Commercial Lock Product (Continued)

Starting **December 5, 2011** we will fill orders with existing inventory only, while supplies last.

TUBULAR HANDLESETS



6415 Edinburgh

All Finishes & Functions



6416 Edinburgh

All Finishes & Functions



6450 Edinburgh

All Finishes & Functions

MORTISE TRIM



Empire

6545/6607

All Finishes & Functions



Charleston

6556, 6601, 6769

All Finishes & Functions



Princeton

6564, 6631, 6983

All Finishes & Functions



Rensselaer

6568, 6617, 6511

All Finishes & Functions



Plymouth

6572, 6626 Only

All Finishes & Functions



Vancouver

6924/6979

All Finishes & Functions

DEADBOLTS



ALL KAS4

Functions

All Finishes

BALDWIN

MARKETING UPDATE

Discontinued Product

Due to the nature of the supply chain for this product and the extended lead-time of components, we must receive orders for Outdoor lighting before **September 2, 2011** to ensure delivery by the end of the year.

OUTDOOR LIGHTING

We will discontinue the Baldwin outdoor lighting program in its entirety.

Bridgewater				Exeter			Cumberland				
7334	7332	7330.T	7331	7322	7320	7324	7342	7343	7345	7346	7334

