

January 23, 2012

Re: Phylrich Closure

On Friday, January 20, 2012 Elkay announced it would be ceasing the manufacture of the Phylrich line of products and exiting this business. This was not a decision that came easily and was the result of months of deliberation and searching for alternatives.

This letter is intended to highlight what this means for our loyal Elkay customers, specifically those that have supported the Phylrich line.

We will cease operations on or around May 6, 2012. As we approach this date, while at the same time supporting the line until closure, we will follow these guidelines:

- We will accept orders for Phylrich products (including “D” series) until April 13th. No orders will be accepted after that time.
- Complete products will receive a .2025 multiplier
- Replacement parts will receive a .4050 multiplier.
- Please check availability of product with Customer Service and/or your Rep at time of order.
- The Phylrich SPIFF will be discontinued effective today, January 23rd. All open SPIFF claims must be submitted by January 31, 2012.

I want to thank you for your ongoing support of the Phylrich brand over the years. It is with mixed feelings that we take this action, but with a focus clearly on our bright future.

Sincerely;

Mark A. Whittington
VP/GM Traditional Plumbing Channel

