

Phylrich®

January 18, 2011

Re: New Phylrich® Price List, Catalog and Product Launches

Dear Valued Phylrich Customer,

Per our letter dated December 27, 2010, effective February 1, 2011 Phylrich list prices will change.

Price Protection

All non-quoted orders received for immediate shipment by Phylrich on or before January 31, 2011 will receive pricing in effect at that time. All registered job quotes will be honored if shipped by the expiration date on the quote. Quotes cannot be extended at the old pricing.

Discontinued Product Collections

As previously announced, February 1, 2011 the Old Tyme Tub & Shower product line and all cabinet hardware will be discontinued. We will keep a limited supply of inventory through 2011 to support any job specifications that are in process. Quantities are limited and available while supplies last.

NEW Product Launches

Please find enclosed a new product announcement for THREE very exciting new lines of products: Waveland™, Fillmore™, and NEW multi-function shower heads. We are also very excited to announce that many of our current shower heads have been changed to meet local government water conservation laws. Please take the time to review the enclosed announcement which details these exciting new additions!

NEW Price List and Design Catalog

The enclosed Phylrich *Price List* and *Design Catalog* reflect all of the aforementioned price and product line changes. Please note that the NEW Phylrich *Design Catalog* now includes the collections that were formerly marketed under the Doralfe brand (Basic, Revere, Savannah, Normandy, and 3Ring).

Electronic Product Files

An electronic version of our product file, which includes new list prices and new product collections, in Excel® format is currently available on Phylrich.com at the link below.

http://www.phylrich.com/prices/2011_Phylrich_List_Prices.zip

Should you have any questions on the above changes, please contact your local representative or sales manager. We thank you for your valued business and support of the Phylrich brand.

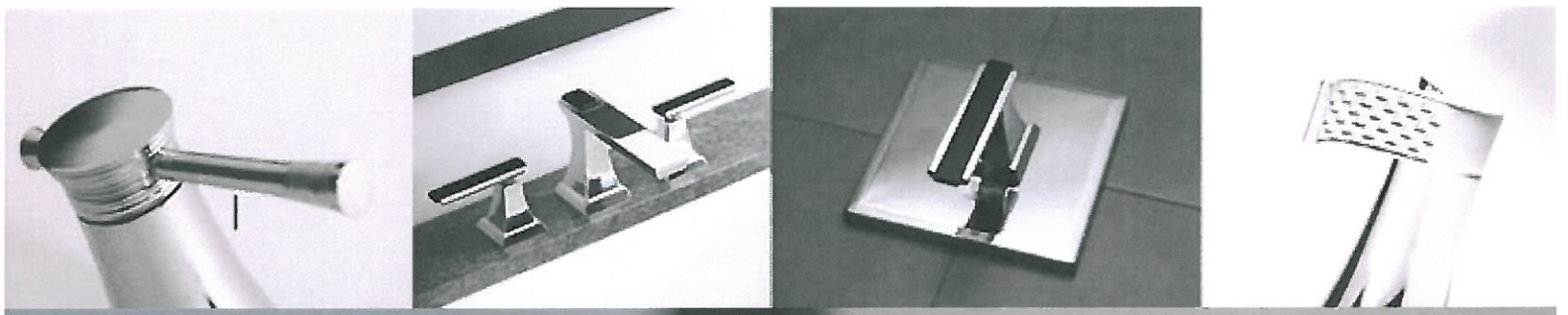
Sincerely,



Mark A. Whittington
VP/GM Traditional Channel

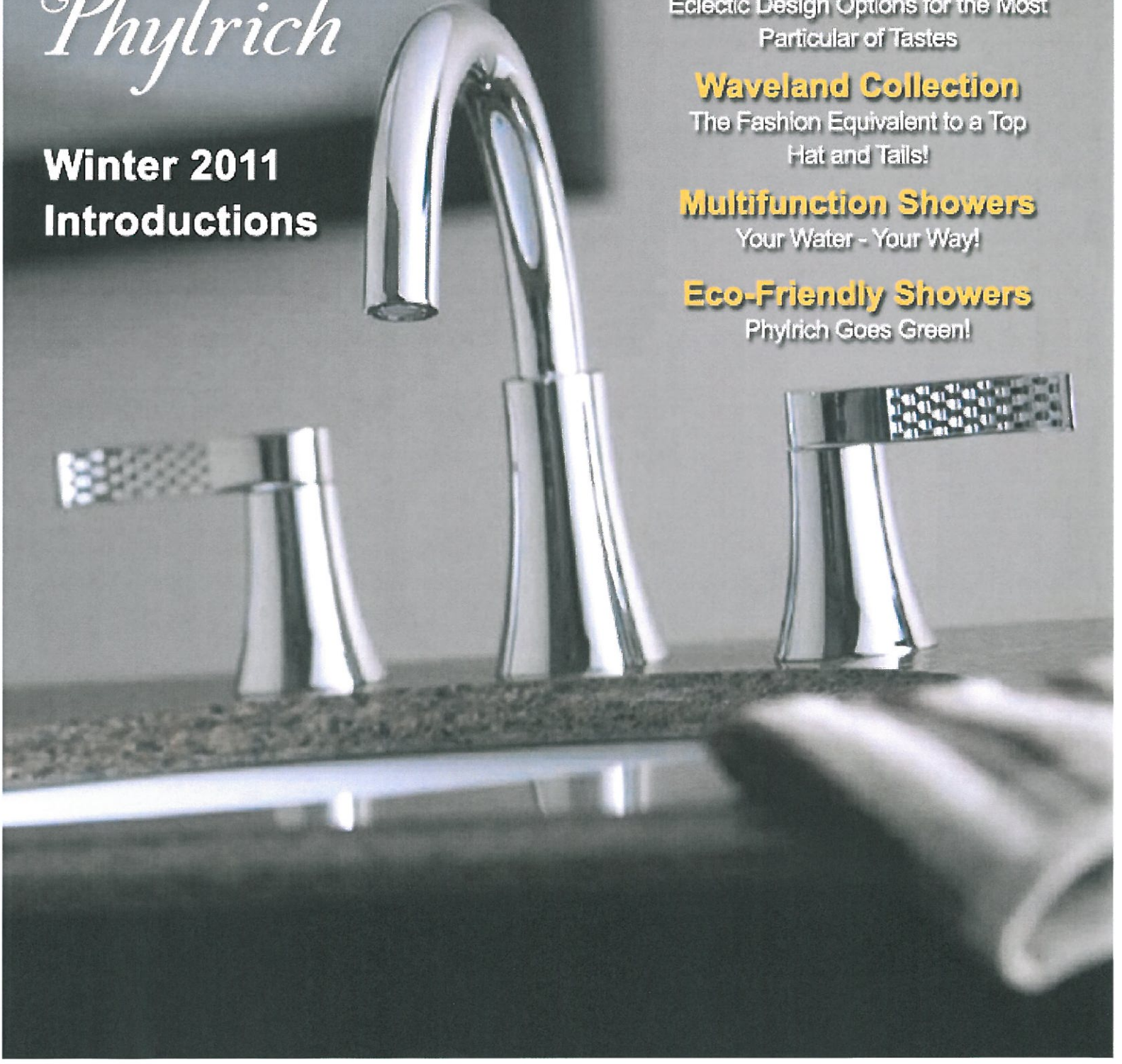
Manufacturers of Phylrich Fixtures

2222 Camden Court • Oak Brook • Illinois • 60523 • USA • www.phylrich.com



Phylrich

**Winter 2011
Introductions**



Fillmore Collection

Eclectic Design Options for the Most Particular of Tastes

Waveland Collection

The Fashion Equivalent to a Top Hat and Tails!

Multifunction Showers

Your Water - Your Way!

Eco-Friendly Showers

Phylrich Goes Green!

Winter 2011 Introductions

Start 2011 Out with a Wintery Blast of New Design Inspirations!

Phylrich is pleased to introduce two completely new product lines and a family of multifunction shower heads. These new introductions expand the Phylrich design portfolio and enhance the versatility of the brand.

Fillmore™ Collection

Eclectic Design Options for the Most Particular of Tastes.

An eclectic take on Victorian design named after the street at the epicenter of San Francisco's Victorian district. This is a place where the diversity of the community is reflected in its renowned architectural styling.

Homeowners are free to choose the handle design that resonates with their unique vision.

Options include the ultra-modern "lever" handle, the intricately grooved "rod" handle, and the meticulously crafted basket "woven" handle.

Waveland™ Collection

The Fashion Equivalent to a Top Hat and Tails!

Inspired by the stately architecture of the historic southern Waveland estate that is renowned for its elegant portrayal of Greek revival architecture; the Waveland™ family of products evokes images of statuesque roman columns and architectural arches.

The decorative handle and spout accent pieces are available in chrome (CR), satin nickel (SN), and polished black nickel (BK). These eye-catching metallic highlights add depth and dimension to the product's contemporary silhouette. Waveland adds yet another product line to the expanding portfolio of Phylrich families that turn historical inspirations into contemporary visions.

Eco-Friendly Showers

Phylrich Goes Green!

Phylrich has taken an aggressive stand for the environment. Existing Phylrich showerheads have been converted to the eco-friendly flow rate of 2.0 GPM. This is a small change with big picture impact.

*K835 shower head remains at 2.5 GPM



Multifunction Showers

Your Water – Your Way!

Two new shower heads feature four luxurious water flow options to choose from including rain, massage, aerated, and blade.

These new shower heads have been paired with the appropriate shower arm escutcheon to allow for a perfect multifunction shower solution for any of the existing Phylrich product families. The multifunction shower heads are the standard shower option in both the Waveland™ and Fillmore™ collections.

Visit www.phylrich.com