



TECHNOLOGY • QUALITY • SERVICE

Newsletter

# Price Update!

February 2010

Dear Valued Customer:

Since 2008, Reliable has not issued a list price increase on our manufactured products. However, due to significant increases in raw materials, exchange rates, healthcare inflation, labor and transportation costs, we are forced to increase list prices on our sprinklers, valves, and special hazards/systems products by an average of **5% to 7% effective Monday, May 3, 2010.**

All orders received prior to the close of business on **Friday, April 30, 2010** will be processed at the current pricing. To receive the current prices, all orders must also be scheduled to ship no later than **Friday, May 28, 2010.** **All orders placed at the current pricing will only be accepted subject to product availability.**

We regret the fact that we have to increase our pricing, but we do so only as a result of the increases in our costs.

The new list pricing will be available in advance on our website at [www.reliablesprinkler.com](http://www.reliablesprinkler.com). Additionally, pricing can be accessed anytime through Reliable's online purchasing program called e-Store. If you are not already registered, please contact your local sales office or go to our website and complete the "Sign-Up" form that is available on the homepage.

We thank you for your understanding and continued support of Reliable.

Sincerely,

A handwritten signature in black ink that reads "Michael".

Michael R. Fee  
Vice President, Marketing & Sales Operations