

Price Update!

February 2011

Dear Valued Customer:

Commodity pricing for metals, primarily copper, have increased dramatically over the past year. Coupled with the rising costs of other materials, healthcare, and operating expenses have affected our overall cost structure.

Accordingly, Reliable will be increasing list prices on our sprinklers, valves, and special hazards/systems products by an average of **7% to 9%** effective **Friday, April 29, 2011**.

All orders shipped **before Friday, April 29th** will be invoiced at the old prices. All orders shipped **on or after April 29th** will be billed at the new prices. Please anticipate your needs and get your orders in early. **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. 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.

Reliable is dedicated to providing high quality, innovative products with exceptional customer service. We thank you for your understanding and continued support of Reliable.

Sincerely,



Michael R. Fee
Vice President, Marketing & Sales Operations