



November 1, 2011

Dear Pentair Filtration Customer:

We have recently seen a significant amount of questionably-marketed products in the marketplace that have been designed to imitate legitimate Pentair products. While we do not discourage competition, many of these products are being made to be exact copies of our products, designs, logos, documentation/manuals, and brands, along with the look and feel of our products. Many of these products are being marketed to intentionally confuse or mislead customers about the true origin of the product.

This "copy" strategy, being employed by unscrupulous competitors, effectively undermines the quality perception of the true Pentair-manufactured product. For decades, we have offered the industry's best performing water filtration and treatment products and backed them with the strongest warranties in the industry. In addition, we go to great lengths, and incur great additional expense to certify and support our products. These certifications include: ANSI/NSF, UL, WQA, as well as state requirements such as the low lead AB 1953 standard.

As part of our ongoing commitment to our loyal customers, and to protect the value and integrity of our brands, we are announcing the following policy regarding knock-off products:

***As of November 1, 2011 we are implementing a "No Copy" policy for all direct customers of our residential and commercial filtration lines.*** Any customer promoting, marketing and/or selling "copy" products will be given one written notice to cease such activities within thirty (30) days. If the customer fails to take corrective action, Pentair Residential Filtration will terminate its relationship with the customer on all Pentair associated product lines. "Copy" products shall be determined in Pentair's sole discretion.

While this is a rather stern policy, we feel this is the only way we can ensure that Pentair and our loyal customers are able to continue to realize the benefits of our investments in this market, brand, product and channel without the risk of damaging our reputation because of uncertified, counterfeit, and misleading products.

Pentair Residential Filtration is committed to the water treatment industry and will continue to do what is necessary to support our dealers and distributors with the highest level of integrity. We encourage you to discuss this policy with your regional account manager if you have any further questions.

Best regards,

A handwritten signature in blue ink that reads "Neal J. White".

Neal J. White  
National Sales Manager  
Pentair Residential Filtration, LLC

The logo for Everpure, featuring the word "EVERPURE" in a bold, blue, sans-serif font with a stylized wave underneath.

[www.everpure.com](http://www.everpure.com)

The logo for Wellmate, featuring the word "WELLMATE" in a bold, blue, sans-serif font with a stylized wave underneath.

[www.wellmate.com](http://www.wellmate.com)

The logo for American Plumber, featuring the word "American" in a blue, serif font above the word "PLUMBER" in a bold, blue, sans-serif font, with a registered trademark symbol.

[www.americanplumber.com](http://www.americanplumber.com)