



September 3, 2004

## Price Increase November 2004

Versa's last price increase was two years ago on our prime valve lines. We have succeeded in holding pricing over this period by challenging our organization to improve its manufacturing and purchasing practices in order to remain competitive in the marketplace.

After holding pricing for two years, we now find it necessary to implement an increase effective November 8, 2004. This increase is outlined below and as you will notice not across the board. We will continue to hold our prices on our most active valve lines.

AR Series 0%	Accessories 3.6%	A Series 7%
C Series 0%	B Series 3.6%	K Series 7%
C NAMUR 0%	B-550 Series 3.6%	L Series 7%
C-316 Series 0%	B-316 Series 3.6%	Parts 7%
H Series 0%	E Family 3.6%	Repair Kits 7%
	V-316 Series 3.6%	
	V & T Series 3.6%	

The above increases are general only. All pricing should be confirmed though Versa's pricing tools.

We have three basic tools for pricing. First is our web based pricing guide. This tool is available through our web site (with password) for our distributors to select, confirm and price many of our valves, manifolds and parts. Second, we offer electronic files for downloading purposes. This allows a mainframe database to be updated. Lastly, a CD-ROM based tool allows part numbers and pricing to be developed on a PC without the need to sign onto the Internet. Versa's revised pricing will be available on line (web pricing and electronic downloads) by the end of September. Our CD-ROM is due out in early October. Requests for the electronic files and CD's can be made through our web site.

If you have any questions regarding the specifics of the price increase, please feel free to contact us.