

Customer Brand Letter

17th October 2007

Dear Valued Customer,

Following the foundation of the IDEX Sanitary Group and in line with our plans to provide you with the best products and service, we are pleased to announce our 'new' branding, Wright Flow Technologies.

This is an exciting time for Wright Flow Technologies, presenting far more than just a new logo. Wright Flow Technologies promises "Proven Technologies That Solve Your Sanitary/Hygienic Moving, Measuring, and Dispensing Application Needs" through:

- Innovative & Reliable Products – we build durable, robust Pumps and Meters that maximize uptime. We are committed to continue with our Innovation Track Record inventing features like Front Loading seals and Self Draining capabilities
- Partnership – we will be a long-term business partner to your business with tailored solutions to match your application requirements today and tomorrow
- Effective Global and Local Service – our Distribution Network delivers reliable, prompt and effective local service around the world
- Lower Cost of Ownership – our products are applied solutions that contribute to achieving a lower total cost of ownership
- Six-Sigma/Lean/Kaisen – documented process for removing waste from our manufacturing process to provide more cost effective fluid management solutions to the marketplace

Our new branding has gradually started to appear since April of this year, and will replace Johnson Pump (UK) and Wright Pump over the next few months. Our website will also change to www.wrightflowtechnologies.com, however the Wright and Johnson websites will continue to operate.

Over the next few months, some of our local legal entity names will change to be aligned with our new name. You will be notified separately of this, although it is not expected to affect transaction processing.

Please be aware that our current distribution agreements are unaffected by this brand change, and that our distributors will retain access to the product lines that they have today. What is more, new products opportunities are now available. Your contact partners from Johnson Pump (UK), Wright Pump, IDEX Asia or IDEX Latin America will also remain the same.

Wright Flow Technologies has been formed to encompass the wide variety of fluid handling products and technologies within IDEX Corporation for hygienic and ultra pure applications. We offer innovative solutions with pumping technologies such as rotary lobe, centrifugal, circumferential piston, AODD, metering pumps and flow meters. This extensive product portfolio provides solutions to any fluid handling applications in the food, beverage, pharmaceutical, personal care, biotech, and dairy industries.

On behalf of all of us, thank you for your loyalty and we look forward to continuing our successful business relationship with you.

Sincerely,



Paul Beddows
Sales & Marketing Director
Wright Flow Technologies / Johnson Pump (UK) Ltd



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TECHNOLOGIES



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