



FOR IMMEDIATE RELEASE

FLUIDMASTER® ANNOUNCES NEW PRESIDENT

SAN JUAN CAPISTRANO, CA – June 27, 2011 – Fluidmaster® Inc. today announced the selection of Todd Talbot to lead its global operations as company President.

Mr. Talbot brings to Fluidmaster almost 30 years of building products industry experience, most recently as a Principal Partner since 2009 of MegaWestern Sales, a privately held firm representing manufacturers in the plumbing industry. After launching his career in 1982 as a sales representative for Hoyt Water Heater Company, he moved to Masco Corporation in 1988 where he served in a number of leadership roles over 19 years. Talbot became President of Alsons, a marketer and manufacturer of quality hand showers, shower heads and accessories and later was President of both the Alsons and BrassCraft business units.

In 2007, Talbot was named President and Chief Operating Officer of CRH Oldcastle Glass, an international supplier of building materials throughout Western Europe and the United States. He is a former Board Member of the non-profit industry association Plumbing Manufacturers International (PMI) and also served on the Board of the Vendor Member Division of the American Supply Association (ASA).

“Todd will be a great addition to the Fluidmaster team,” said Fluidmaster Owner and CEO Robert Anderson Schoepe. “Given his deep industry background and leadership experience, we’re looking forward to having him head our customer-focused, global growth initiatives.”

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About Fluidmaster

Established in 1957, Fluidmaster remains a family owned and operated company known for its superior engineering of efficient and reliable toilet components. The company has become an icon in the plumbing industry, leading its market with a worldwide distribution network across more than 80 countries and selling more toilet tank replacement valves than any other manufacturer in the world. In addition to the original fill valve developed by founder Adolf Schoepe and enhanced through the years, Fluidmaster's complete line of toilet care parts include standard and dual flush valves, flappers, tank levers, bowl wax, toilet repair kits, and connectors.

Fluidmaster's global headquarters is located in San Juan Capistrano, California. For media inquiries or for more information, call Scott McDonald at 949-728-2255/smcdonald@fluidmaster.com, visit www.fluidmaster.com or call (949) 728-2000.

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