



Veeder-Root Company
125 Powder Forest Drive
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USA

Phone: 860.651.2700
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September 9, 2004
MSR 09-04-B

Veeder-Root rewards distributors who are successfully promoting the value of the Red Jacket Submersible Turbine Pump to their customers.

Red Jacket Quantum Submersible Turbine Pump Obsolete Effective March 31, 2005

Dear Veeder-Root Distributor,

We appreciate your support as we continue to gain momentum with our Red Jacket Branded Mechanical Products.

Veeder-Root is offering **generous rebates** and **enhanced one time stocking discounts** to qualifying distributors that achieve an order level of 70% of the new Red Jacket Submersible Turbine Pump.

Note: To qualify for both rewards, at least 70% of all Red Jacket Pump finals for Q4 of 2004 must be orders for the new Red Jacket Submersible Turbine Pump.

Generous Rebate Incentives

- For distributors whose orders mix includes a minimum of 70% Red Jacket Submersible Turbine Pumps for the last three months of 2004, Veeder-Root will provide a special rebate of 5% on all Red Jacket pump final sales (RJ, Quantum, and Standard) from October 1, 2004 through December 10, 2004.
- Veeder-Root will measure the pump final mix by total pump units ordered. A minimum of four (4) Red Jacket pump finals must be ordered between October 1, 2004 and December 10, 2004 in order to participate in the program.

Enhanced One-Time Stocking Discount for 2005

- For qualifying distributors, Veeder-Root is offering a one-time 7.5% discount for stocking orders placed in December 2004 for pumps that are shipped between January 1, 2005 and February 28, 2005.
- This order replaces the standard 5% initial stocking order discount that you typically enjoy at the beginning of each year.
- To qualify for this bonus discount, all stocking orders must be placed between December 11, 2004 and December 18, 2004. A stocking order may include multiple "ship to" locations and/or shipping dates. While multiple orders are acceptable, any multiple orders must be communicated to Customer Service within one business day. Distributors may choose to have their qualifying orders under this program count towards either the overall 2004 Incentive Plan, or the 2005 Incentive Plan.



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How to Register for the Program:

Please complete our registration form by clicking on the link below by September 30, 2004 to confirm receipt of this notice. As a reward for your registration, Veeder-Root will send you **one (1) package of Red Jacket golf balls**, (limit one box per distributor).

If you have any questions, please contact your District Sales Manager or Veeder-Root Customer Service at (800) 873-3313 for more details.

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Quantum Order Details:

Orders for Quantum pump finals will not be accepted after 3PM EST March 31, 2005. Any orders placed between February 26, 2005 and March 31, 2005 will be accepted on a non-cancelable, non-returnable basis only. Final customer required delivery dates must be scheduled on or before July 29, 2005. Veeder-Root reserves the right to limit last time order quantities based on capacity and material availability. Veeder-Root also intends to support all requests for Quantum pump spare parts to the fullest extent possible. However, we ask your cooperation in placing orders and switching to the Red Jacket new pump as soon as possible.

We value your business and thank you for your participation in our program.

Sincerely,

A handwritten signature in black ink, appearing to read "Richard L. Fricke".

Richard L. Fricke
Global Product Manager
Veeder-Root