



FLUIDMASTER® SELECTS BILL MARTIN AS SALES VP

SAN JUAN CAPISTRANO, CA – September 30, 2013 – Fluidmaster® Inc. announced today that Bill Martin has joined the company as Vice President, Sales – Retail and Wholesale.

With more than 25 years of global consumer product sales and marketing management experience, Martin will be responsible for leading all aspects of the Retail and Wholesale channel sales in the US and Canada. He will report to Jim Whiteherse, Sr. VP of Global Sales and his direct reports include Janelle Mattern who recently joined Fluidmaster as Regional Sales Manager for the Central United States and Canada. Mattern previously held similar roles at InSinkErator and AO Smith. Fluidmaster sales veterans Mike Robbins, Jeff Peterson, Mike Walter and Jason Waldman are also reporting to Martin.

“Both Bill and Janelle are passionate, dedicated sales professionals with solid industry experience and established customer relationships,” said Fluidmaster Senior Vice President of Global Sales, Jim Whiteherse. “We look forward to having their insights along with the rest of our sales team in support of our continued growth trajectory.”

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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