

FLUIDMASTER RESTRUCTURES FOR GROWTH IN EUROPE

SAN JUAN CAPISTRANO, CA and ARNHEM, NETHERLANDS – April 19, 2016 –

Fluidmaster, Inc., the world's largest manufacturer of toilet tank components and trim, today announced details of its new European management team and organizational structure which independently aligns the commercial, operations and finance organizations respectively within Fluidmaster Europe. This new structure, effective immediately, follows the company's acquisition this week of WISA BV in the Netherlands and previous strategic additions of Key Teknik in Turkey, the Kolektor LIV and Schwab sanitaryware business based in Slovenia, and Opella, Limited and CMI Distribution LTD, both based in the United Kingdom.

Mark Grosfeld, current Managing Director of WISA BV, will take on additional responsibilities heading the company's Commercial team focused on Sales and Marketing efforts across the European continent and will report to Todd Talbot, Fluidmaster President. Mike Fuqua, previously Managing Director of Fluidmaster United Kingdom, will now lead Manufacturing Operations across Europe, Turkey and the United Kingdom. Chip Boyles, previously VP of Finance and Controller for Fluidmaster, will direct the Finance team in Europe, Turkey and the United Kingdom. All three will be based at the company's European headquarters in Arnhem, Netherlands.

“As we reach critical mass with our business in Europe, the right leadership team to enable further global growth is essential,” said Talbot. “Our core values centering on customer service, innovation and operational excellence drive our business and I know this outstanding trio of executives will successfully focus and expand our efforts in this regard with our business in Europe.”

About Fluidmaster

Established in 1957 and reaching across the world, 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, with operations in North America, Europe, the United Kingdom, China and Turkey as well as a worldwide distribution network across more than 80 countries 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 exposed and in-wall cisterns, standard and dual flush valves, flappers, activation systems, bowl wax and wax-free products, toilet repair kits, and supply line connectors.

The company's global headquarters is located in San Juan Capistrano, California. For media inquiries or for more information, contact Scott McDonald at 949-728-2255 or by email at smcdonald@fluidmaster.com, or visit www.fluidmaster.com.

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