

For Immediate Release

PENTAIR LAUNCHES ONE-OF-A-KIND PRO DEALER PROGRAM

Helps Dealers Acquire New Customers, Sell More Product, Improve Profits

DELAVAN, WI — May 17, 2011 — Pentair Flow Technologies is pleased to announce the launch of the Pentair Water™ “PRO Dealer Program” – a comprehensive program designed to boost Dealer success in the water well, sump/sewage, and agricultural markets.

Dealers (Plumbers, Well Drillers, Installers, etc.) are who are enrolled in this Program can take advantage of several unique, free-of-charge tools, including:

- A Customized Dealer Web Site
- Internet Banner Ads
- Customized Radio Ads
- Extended Warranty & Labor Programs
- Yellow Pages Co-Op Program
- Online Dealer Locators
- Scholarship Program for Dealer Children & Employees
- High-Impact, Customized Marketing Materials; such as Mailers, Door Hangers and Print Ads for Newspapers or Local Magazines

Each tool has been expertly designed to help Dealers advertise their services to thousands of potential customers, with minimal cost and time commitment. Both printed and electronic tools are offered to allow Dealers to target prospects from all walks of life.

Bigger Program, Better Benefits

“Although we sell exclusively to Distributors, it’s often times their customers - the Dealers - who benefit the most from our support” said Susan O’Grady, Vertical Marketing Manager for

Pentair. “This program is designed to provide ready-made, highly-customized support tools for these Dealers. And an important component is that Pentair provides the technical expertise – freeing Dealers up to do what they do best – sell products and services to meet customer needs.” According to O’Grady, Pentair has previously offered a Dealer program, but this new Program has been expanded significantly to include web tools and the ability to customize both printed and electronic pieces. O’Grady says that much care & effort has been expended to ensure the program is turn-key for the Dealers, with minimal time & effort needed to participate.

To participate in the Program, Dealers can contact their distributor or visit pentairprodealer.com to enroll. Enroll deadline is December 31, 2011.

About Pentair, Inc.

Pentair (www.pentair.com) (NYSE:PNR) is a global diversified industrial company headquartered in Minneapolis, Minnesota. Its Water Group is a global leader in providing innovative products and systems used worldwide in the movement, treatment, storage and enjoyment of water. Pentair's Technical Products Group is a leader in the global enclosures and thermal management markets, designing and manufacturing thermal management products and standard, modified, and custom enclosures that protect sensitive electronics and the people that use them. With 2010 revenues of \$3 billion, Pentair employs over 14,000 people worldwide.

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