



*California Faucets*<sup>®</sup>  
Custom Faucetry<sup>®</sup>

October 26, 2017

Subject: Diva RIP

Dear California Faucets Select Dealer:

We deeply regret to inform you that due to severely poor and chronic non-performance by a manufacturing /design partner, that we have no choice but to discontinue the sale of our temperamental yet beloved Diva<sup>®</sup> E2 Series.

We want to extend to you our sincerest apologies for any inconvenience you've experienced regarding the delivery of any Diva series products. The complete failure of the supplier to meet their commitments made continuing production untenable. California Faucets prides itself on delivering custom faucets with caring customer service, so this situation certainly kept us up at night. Our inability to provide customers with dependable and timely delivery of Diva was both painful and embarrassing. As a valued select dealer, we greatly thank you for both your patience and understanding.

Fortunately, we have been able to fill most of the remaining open orders of Diva, but there are still a few that we are struggling to complete. If you are currently experiencing this, you have our assurance that we are doing everything we can to resolve your order. Our customer service should be in touch with you shortly to discuss your best options given the situation. We will make it right for you.

Please be sure to mark "discontinued" on the Diva Series in your California Faucets catalog. We've also asked our local sales reps to assist with this. They will also be visiting you soon to replace any Diva displays you may have free of charge.

On a personal note, it's ironic that this unfortunate failure happened with a product named "Diva." Diva was as challenging and temperamental as she was beautiful. Like a true Diva.

If you have any questions, please don't hesitate to contact us at 800-822-8855.

Kind Regards,

Jeff Silverstein  
President & CEO

Noah Taft  
Senior VP, Marketing & Sale