



For immediate release

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BRIGGS® ACQUIRED BY ITS MANAGEMENT: NOW WHOLLY AMERICAN-OWNED

Knoxville, TN, December 15, 2011—Briggs® Plumbing Products, a major manufacturer of enameled steel products, vitreous china and faucets previously known as Briggs Industries, has been acquired by its senior U.S. management. The new owners have secured capitalization “to grow the company and gain market share for Briggs and our strategic partners in North America and the Caribbean,” said Chuck Dockery, President, CEO and co-owner.

“This is a very exciting time for Briggs and our employees,” commented Dockery who, with key executives including Bob Robison, Vice President of Sales & Marketing, completed the purchase from CISA, S.A. In further explanation Dockery said: “We are truly a new company, focused on new products, quality and service. We are now totally American-owned, in control of our corporate structure and future direction. This management team has more than 100 years of combined experience in the Industry, and our goal is to become the first choice for affordable, high-quality plumbing products. We’ll do that by earning and keeping the trust of our customers.”

As part of its branding strategies, Briggs is announcing one of the largest new product introductions in company history. Robison noted that the launch “will encompass a full line of high-efficiency toilets and urinals, two complete luxury suites, and UltraTUFF® II--an affordable, composite-backed tub that complements our UltraCAST® premium tub introduced earlier this year.” Robison said the SAYCO® brand faucet line will continue to expand with new products and programs for North America.

Briggs has executive offices at its manufacturing facilities in Knoxville. Distribution and administrative activities will remain at the company’s Charleston, SC complex.

Dockery also noted that Briggs recently ratified a five-year contract with their American work force which further solidifies their position in the enameled steel market. “We have worked diligently this year to become a company renewed -- an organization strategically and structurally poised to produce the highest quality plumbing products and service levels that our customers expect and deserve. So we’re looking forward to the future and capturing significantly more market share,” he said. “Our focus is on building strong customer trust and alliances that attain our partners' objectives while strengthening the Briggs® brand,” Dockery concluded. “We have hit the ground running.”

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