

April 29, 2021

It is with great pride that I announce the recent promotion of Brad Walsh to National Sales Channel Manager of Wholesale Distribution. This unique customer group is very important to Water-Right, Inc., as it was the backbone of our company's history that helped build us into what we are today and remains the largest customer group that we support.

To some, this new role may come as a surprise, but for us, it makes perfect sense. Water-Right, Inc. continues to grow and building our field staff to support that growth goes hand in hand. Brad is the perfect fit for the position. He has done a tremendous job in his past roles serving the industries, and most recently as our own Regional Sales Manager for the South East portion of the United States. Alone, he managed our largest revenue drivers in the Wholesale customer group since June 19, 2017. Since his first day with Water-Right, Inc., Brad has not looked back. He has proven to take a very proactive role as an RSM, not only exceling at the day to day duties, but to push past the traditional boundaries and lead by example.



This new role will strengthen the focus and support in the Wholesale Channel for the company to provide an added layer of resources nationwide for these customers. More importantly, it will provide healthy collaboration between our two primary channels of direct-to-dealer and direct-to-wholesale distribution.

Today forward, look to Brad as he becomes instrumental in assisting with managing channel sales, company brand and product variations. He will work in tandem with the Regional Field Management team, lead Territory Sales Representatives to determine Specialty Wholesale customer needs (training, support, product), identify trends, opportunities and best practices, and work with me to develop monthly and annual business strategies and objectives.

Please reach out to Brad and offer him a sincere appreciation for this role and his acceptance.

Sincerely,

A handwritten signature in black ink, appearing to read 'Luke Java'. The signature is fluid and cursive, with a large initial 'L'.

Luke Java  
*Water-Right Inc., Director of Sales and Marketing*