



FOR IMMEDIATE RELEASE
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ELKAY® ALLURE® BRINGS NEW STYLE TO STAINLESS STEEL
New Allure Faucets Further Extend Stylish Stainless Steel Solutions

OAK BROOK, IL – May 2009 – Elkay is expanding its popular and versatile portfolio of stainless steel faucets due to strong consumer demand with two new additions to its legacy Allure faucet family. Featuring a sleek, transitional design, Elkay's new Allure faucets stylishly accommodate the functional needs of today's busy family while ensuring both durability and healthy water flow with 100 percent stainless steel construction.

The new Allure faucets combine the indestructible and non-corrosive benefits of stainless steel with beautiful curves and straight-lined geometry to provide a chic and cost-effective alternative to similarly priced brass faucets. Available in a Satin Stainless Steel finish, Allure exudes a soft sheen that complements and coordinates with stainless steel appliances, integrating the look and feel of a professional chef's kitchen into any home. Featuring an easy-to-operate, single-lever joystick handle for the multi-tasking homeowner, the Allure Stainless Steel faucet is available in two models - a single hole kitchen faucet (LK7921SSS) and a kitchen faucet with matching side spray (LK7922SSS) which is ideal for food preparation and clean-up.

"Stainless steel is the material of choice for commercial kitchens worldwide due to its resilient surface and immunity to the acidic effects of food," notes Ann Rottinghaus, Elkay's marketing communications manager. "In addition, stainless steel

- more -

ELKAY ALLURE STAINLESS STEEL FAUCETS – PAGE TWO

is a very green material that is completely recyclable and, with proper care, has a useful life expectancy that will span decades. We're excited to offer additional stainless steel solutions to homeowners by updating the existing Allure family, which has a longstanding history of practical, affordable and high quality offerings," continued Rottinghaus.

Stainless Steel Solutions

Making its journey from industrial kitchens to homes with increasing momentum, stainless steel is a timeless trend, designer favorite and one of the most popular materials in kitchen design¹. Unlike other faucets made of cast brass with a stainless steel finish, Elkay's Allure faucet is constructed from solid type 304 stainless steel. Guaranteed to last a lifetime, Allure is easy to clean, requires little maintenance and provides a hygienic surface with no pores or cracks to harbor dirt, grime or bacteria.

On a larger scale, Allure Stainless Steel faucets deliver safe, healthy water for drinking and cooking and are compliant with the California Assembly Bill 1953 which becomes effective January 2010, in addition to the existing NSF-61. The Allure faucets also use a ceramic disc cartridge that is resistant to debris and hard water while meeting national water conservation standards of 2.2 gallons per minute.

The MSRP price range for the Allure Stainless Steel faucets is \$499 - \$649, and the new faucets seamlessly pair with a wide array of Elkay sinks.

For more than 89 years, Elkay has been an innovative manufacturer of stainless steel sinks, water coolers, drinking fountains and faucets for residential and commercial

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¹ *Kitchen and Bath Design News*, March 2008, Product Trend Report

ELKAY ALLURE STAINLESS STEEL FAUCETS – PAGE THREE

use. Elkay, which is ranked 57th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 3,600 employees in facilities across the United States and select international markets. Elkay is also a member of key industry associations including the U.S. Green Building Council [USGBC], the American Society of Interior Designers [ASID], the National Kitchen & Bath Association [NKBA], and the Plumbing Manufacturers' Institute [PMI].

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Phylrich[®] International and Elkay Zhuhai. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and Mastercraft[®] Cabinets holdings.

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit elkayusa.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on elkayusa.com.

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