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ELKAY® INTRODUCES REGIONALLY INSPIRED EXPLORE™ FAUCETS
Mix and Match New Explore Faucets With Elkay's Explore Fine Fireclay Sinks

OAK BROOK, IL – May 2009 – Building upon the continuing trend towards incorporating regionally-inspired designs into a variety of kitchen décors, Elkay introduces the Explore faucet family. Also, the Explore faucet family serves as the perfect complement to the Explore line of fine fireclay sinks, inspired by the American Southwest, merging warm terra cotta accents and traditional design elements with the functionality needed in today's most demanding kitchens.

Reinforcing its pioneering heritage of more than 89 years, Elkay continues to break new ground by expanding its portfolio of regional designs to offer distinctive sink and faucet solutions. These additions to the portfolio provide total kitchen coordination options for designers and homeowners.

Inspired by the subtle angular contours and bell-shapes found in the hand-crafted iron works of the Southwest, the Explore faucet's traditional geometry makes a bold statement in any style kitchen, from country and cottage to urban. Design details on the base of the handle and spout emulate the smooth, rounded shapes found in Southwestern pottery and are available either finish-matched with the faucet - in oil rubbed bronze, chrome or brushed nickel - or in the eye-catching combination of oil rubbed bronze accented with vibrant terra cotta rings to coordinate impeccably with the Explore fine fireclay sinks.

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“Elkay Explore fine fireclay sinks have been met with a tremendous response, and with the launch of the Explore faucets, we now offer homeowners the complete package for their Southwest, Tuscan or even transitional-inspired kitchen,” says Ann Rottinghaus, Elkay’s marketing communications manager. “Together, the Explore faucet and sink create a dynamic kitchen focal point, not only through matching terra cotta accents but also through their similarly curved designs.”

While the Explore finished in Elkay’s oil rubbed bronze and terra cotta accents particularly enhances the traditional, Americana attributes of the faucet, its design also blends with a vast range of décors, making a statement even in a transitional Manhattan loft with its chrome and brushed nickel finishes, or pairing perfectly with numerous transitional sink families.

Fashion Meets Function

Personalization and customization of kitchen design has taken on increased importance in today’s economy, with many homeowners choosing to invest in their current properties, as opposed to moving into a new home. In addition to the fact that kitchen remodels remain the number one way to increase home value, 43 percent of homeowners are spending more time in the kitchen, eating in more often than they did just a year ago¹. As a result, homeowners are seeking unique fixtures and finishes to create a one-of-a-kind kitchen that also meets their functional needs.

Designed with the homeowner’s convenience in mind, with features such as 360 degree rotation and a single handle, the Explore is available as a pull-down (LK9405) or

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¹ Research Institute for Cooking & Kitchen Intelligence’s 2008 “Remodelers 360: Trend Report”

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with a side spray (LK9402) for maximum functionality, efficient food prep and easy clean up. The Explore family also features a bar faucet (LK9411) and pot filler (LK9441) to enable homeowners to design a multi-functional kitchen with an underlying element of balance throughout the room. For example, the Explore wall-mounted pot filler faucet makes it easier to fill pots near the cook top by eliminating the need to transport heavy cookware from sink to burner.

All Explore faucets are compliant with the California Assembly Bill 1953 which goes into effect January 2010, in addition to the existing NSF-61 requirements to fully ensure clean, safe water. Also, each Explore faucet uses a ceramic disc cartridge to meet national water conservation standards of 2.2 gallons per minute.

The MSRP price range for the Explore kitchen faucet family is \$713 - \$1,265, depending on the faucet style and finish selected. The Elkay Explore fireclay sinks MSRP pricing ranges from \$610 to \$1,499.

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 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].

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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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