



FOR IMMEDIATE RELEASE
Contact: Maureen Brennan
312-946-6075

ELKAY® LAUNCHES FACEBOOK PAGE DEDICATED TO SINKS + FAUCETS
Branded Page Designed to Encourage Dialogue with Customers

OAK BROOK, IL – November 2009 – Elkay recently launched their own “Elkay Sinks + Faucets” fan page on Facebook in an effort to provide up-to-date product information, ignite design trend discussions and most importantly, create two-way dialogue with everyone from inspired homeowners to plumbing industry professionals to designers and architects. Visitors to this page are invited to become a fan of the brand that has been leading the industry in innovation and customer service for nearly 90 years, as well as post feedback and photos of Elkay inspired designs within their own homes or recent building projects.

According to user engagement statistics posted by Facebook, this social networking site has more than 300 million users, with more than 50 percent of them logging on daily. Based on this information, along with site’s ease-of-use and customization options, Elkay chose Facebook as the platform of choice for the “Elkay Sinks + Faucets” fan page.

“Joining in the online conversation with our sinks and faucets customers not only affords us the opportunity to showcase new additions to our product families but also keeps our fans informed and connected to everything Elkay,” stated Ann Rottinghaus, Elkay marketing communication manager, Plumbing Products Division. “At Elkay, we are always aspiring to learn more from our customers as well as exchange ideas and

- more -

ELKAY SINKS + FAUCETS NEW FACEBOOK PAGE – PAGE TWO

feedback with designers and industry professionals; introducing an Elkay-branded Facebook page allows us to do just that, in a space where our fans are encouraged to participate.”

In addition to product photography and product information, the “Elkay Sinks + Faucets” Facebook page will also be updated regularly to include the latest industry design trends, links to media placements and upcoming event information. Fans of the page are also encouraged to post content that is relevant to Elkay such as photos of their own interesting applications or installations. As a fan of “Elkay Sinks + Faucets” page, Facebook users are also encouraged to become a fan of Webert Italian Design bath faucets, as well as Phylrich luxury faucets, as each sister brand recently launched its own Facebook page as well.

To find Elkay Sinks + Faucets on Facebook today, search for us from your page or click the link below to go directly to our page:

<http://www.facebook.com/pages/Elkay-sinks-faucets/164932228243?ref=ts>

For nearly 90 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 2,800 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], the Plumbing Manufacturers' Institute [PMI] and the Decorative Plumbing & Hardware Association [DPHA].

ELKAY SINKS + FAUCETS NEW FACEBOOK PAGE – PAGE THREE

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Phylrich[®] International and Elkay China. Elkay is America's number one selling stainless steel sink company. The Elkay Cabinetry Division is among the largest cabinet manufacturers in the U.S. with its Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and Mastercraft[®] Cabinets brands. Recently, Elkay further broadened its scope to address the need for high-quality granite and composite countertop materials for the East Coast with the addition of Badolato Granite and Chesapeake Stoneworks.

For more information, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit www.elkayusa.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on www.elkayusa.com. For more information regarding Webert Italian Design faucets, visit www.webertusa.com. For more information regarding Phylrich luxury faucets and accessories, visit www.phylrich.com.

#