



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

ELKAY® TEXAS-SHAPED SINK IS NEW STAR IN LONE STAR STATE
Texas Sink Showcases Elkay's Custom Sink Capabilities

OAK BROOK, IL – November 2009 – Whether you are one of the more than 20 million residents in Texas or just have a passion for all things Texas, Elkay's new Mystic Texas sink was designed for the Texan in all of us. A unique addition to your home as either a prep sink or a hospitality sink, Elkay's Texas sink showcases the 268,000 miles of Texas, from the tip of El Paso to the port of Galveston, in stainless steel sink form. Elkay developed this creative sink shape in the exact proportions of the state of Texas using the high tech tooling of the new state-of-the-art Elkay Technology Center.

Elkay's Mystic family is known for its softened, contemporary geometry featuring rounded lines and an organic influence, and the Texas sink is no exception. Mirroring the distinct curves the Texas state lines, Elkay's Texas sink also includes a custom-sized cutting board that perfectly matches the shape of the sink. In addition, Elkay offers the sink with two drain size options, two-inch (MYSTIC232120DCB) and three and half-inch (MYSTIC232135DCB, MYSTIC232135CB). Elkay added the three and half-inch drain option to allow homeowners to easily install a garbage disposer, which is ideal for a homeowner who plans to use the Mystic Texas as a prep sink.

The Texas sink features a five and half-inch deep bowl and the sink is 18 3/8-inches in length and 20 5/16-inches wide. Formed from professional-grade 18 gauge stainless steel, Elkay's Texas sink is made from type 304 stainless steel and finished in

- more -

ELKAY'S NEW TEXAS SINK– PAGE TWO

Elkay's Lustrous Satin, which will withstand the toughest of conditions and be more resistant to dents and scratches. The sink also features Elkay's patented Sound Guard® system, ensuring a peaceful experience at the sink.

Elkay creates the Texas sink from stainless steel because it is an environmentally friendly material that can be recycled without degradation and reused. In addition, stainless steel is a non-porous material; it does not allow dirt, grime or bacteria to harbor in the sink and it is easy to clean with just soap and water.

"The Elkay Texas sink showcases the limitless possibilities of the state-of-the-art Elkay Technology Center, which allows us to create one-of-a-kind sink designs for kitchen, hospitality and bath applications. We are pleased that Elkay's new Texas sink will allow us to bring a little piece of the Lone Star state to homes across the country," states Mark Hird, residential fixtures marketing manager for the Plumbing Products Division.

The MSRP pricing for the new Elkay Texas sink, which includes the Texas-shaped cutting board in the package, ranges from \$1,140 to \$1,235, depending on drain size and if the homeowner wants to include the drain in the order. Also, the Elkay Texas sink can easily be paired with a variety of Elkay faucets, such as the new Ella™ stainless steel bar/hospitality faucet (LK7727) with its sleek joystick handle.

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

ELKAY'S NEW TEXAS SINK– PAGE THREE

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].

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.

#