



For Immediate Release
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**LUXURY PRODUCTS PREVAIL AS A MEANS TO INCREASE
VALUE AND ENJOYMENT AT HOME**
--The Amphora™ Collection by Phylrich® --

Oak Brook, IL – June 27, 2008 – In times of a sluggish economy and oversaturated housing market, most homeowners are finding ways to ride out the current financial storm. Luxury homeowners, who in a recent consumer survey by Unity Marketing¹ revealed they would be spending less on luxury this year, are instead expected to invest in their current homes. Justification of this spending will center around the opportunity to not only maintain or increase value in a challenging real estate market, but also to create a more attractive and enjoyable living environment. For many homeowners looking to enhance their current homes, the bathroom is an area that offers significant potential.

From Bathroom to Luxury Bath

Remodeling Magazine's most recent "Cost vs. Value Report," done in conjunction with the National Association of Realtors, revealed that on a national average, an upscale bathroom remodel recoups around 68 percent upon resale. Regions such as the East and West South Central areas of the U.S. recouped more than 75 percent upon resale.

"Bathroom upgrades are a key consideration during the remodeling process, not only due to the strong financial return on investment, but also because they create a sanctuary that can be immediately enjoyed by the homeowners," says Walter Moran, Elkay Director of Marketing for Residential faucets. "For example, we have seen over time that the bathroom has evolved from a simple and strictly functional 5 by 8 foot space to a standard that offers nearly double the room and touts upscale amenities such as double vanities, oversized tubs, elaborate showers, all coupled with exquisite fixtures," continued Moran.

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¹ Unity Marketing's *Luxury Consumption Index and Predictions for the Luxury Marketing in 2008*

PHYLRICH AMPHORA COLLECTION – PAGE TWO

Faucets as Functional Art

In more recent years, bathroom fixtures, such as faucets, have taken on an elevated level of design importance among homeowners, offering an ideal way to enhance and personalize the look and feel of a luxurious environment. As noted in a recent *HGTV Bath Design* article, the faucet has adopted the role of a piece of art, often used as a focal point in today's bathrooms.

Continuing to set the standard in creating luxurious bathrooms for nearly 50 years, Phylrich, founded during the Hollywood years of Hudson, Hepburn and Taylor and known for its classically-styled, hand-appointed bath fixture collections, offers its most extraordinary transitional design collection to date, the "Amphora." Launched in October of 2007, Amphora resembles a true piece of antiquity; inspired by ancient vases from 15th century BC, amphorae protected treasures of the earliest civilizations. Amphora means vessel with two carrying handles. The collection's graceful, vase-shaped base beautifully blends modern technology and historic value.

15 Finishes, Endless Possibilities

Amphora offers 15 Phylrich finishes and more than 65 product options, providing the luxury homeowner with a pallet to infuse their bathroom with a style as sophisticated and authentic as they are. "Phylrich prides itself on offering the discriminating homeowner the balance of true self-expression with total coordination in bathroom fixtures and accessories, especially when using unique finishes ranging from Old English Brass to Satin Jeweler's Gold," said Moran. "When creating your bathroom retreat with Phylrich fixtures and accessories, numerous choices make virtually no two baths the same."

Broadening this array of possibilities, Amphora features two handle styles: ribbon and flair. The ribbon handle delights with a feeling of relaxed glamour with its feminine styling and handle loop, which complements today's popular styles from Hollywood chic to country retreat. Amphora's flair handle adds a masculine appeal with its angular architectural lines that translate into a wide range of décors, from a Zen spa setting to a traditional period look, such as mid-century modern.

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PHYLIRICH AMPHORA COLLECTION – PAGE THREE

Amphora's refined design continues throughout the complete collection of bath accessories, including robe hooks, soap dishes, and towel rings. Offered for the first time, this Phylrich bathroom collection includes a single arm paper holder and a glass shelf option. The Amphora collection also includes detailed accessories such as coordinating cabinet door handles (MSRP \$35 - \$59, depending on finish) and pampering items like hand showers (MSRP \$328 - \$543) to complete deck tub sets (MSRP \$1,989 - \$3,037). Phylrich offers accessories of the same style and quality, such as lavatory supply valves, helping exposed valves transform from an eye-sore to eye-catching element. The Amphora collection is available at decorative plumbing and hardware showrooms, as well as other luxury appliance distributors.

Phylrich's artisan-style approach when creating each fixture results in a final product that is both stunning and resilient. By polishing, plating and assembling all its own products, Phylrich is able to consistently produce an unmatched level of sophistication and quality in each of its innovative fixtures.

Founded in 1959, Phylrich helped to establish and define the decorative fixture marketplace. Headquartered in Oak Brook, Ill., Phylrich offers more than 40 distinctive faucet series. Most Phylrich fixtures are available in all 19 finishes the company produces. From antique bronze to satin gold, Phylrich hand-applied finishes are designed to complement any style from traditional to transitional to contemporary. All faucets are hand-crafted from premium-quality materials, with a high-style design reflecting simplicity and elegance. All Phylrich products feature a lifetime warranty, which covers both the mechanical functions and the finish.

For more information about Phylrich, contact Mandy Meszaros at (312) 946-6004 or visit www.phylrich.com.

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