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NEW HANDCRAFTED ELKAY® FINISH – SHAPING DESIGN IDEAS
Elkay Adds 11 New "100 Percent Recycled" Antique Copper Hammered Sink Styles

OAK BROOK, IL – September 2007 – Whether you are creating a contemporary kitchen with a distinctive copper backdrop or designing your room with an old world, traditional theme, Elkay's new Antique Copper Hammered finished sinks marry a combination of unique shapes and functional features that captivate the senses and create an interior space that is distinct. Copper, a time-honored material for creating distinguished residential spaces, has been used extensively for pots and pans, range hoods, pot racks and decorative tile. Elkay's Antique Copper Hammered sink finish introduces this unique metal into the sink space, making an individual style statement while creating a warm and timeless complementary conversation piece.

Elkay's new Antique Copper Hammered sinks are made from 100 percent recycled copper, featuring a one-of-a-kind finish that is handcrafted by artisans, who focus on the meticulous detail of making each sink's hammered design pattern exceptional. The finish's deep, rich tones add a sense of warmth and welcoming to any room, while its intriguing texture ignites the senses of the homeowner, making their interaction with the sink a more authentic, old-world experience. With an ever-changing patina, Elkay's Antique Copper Hammered finish will continue to transform through the years becoming darker and richer, which adds more character to the sink's finish.

Elkay, the company that helped elevate stainless steel to become the benchmark of

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kitchen design, expands into new finishes to provide its customers with more customized, design-centric options for their sink than ever before. Also, when developing this new finish, Elkay continued its mission to always make quality, durable products, so this sink will look beautiful and stay beautiful for years to come, adding to the aesthetic value. All the Antique Copper Hammered sinks are also equipped with sound-deadening pads to ensure a peaceful experience for the homeowner by dampening the sound while at the sink.

To properly care for an Elkay Antique Copper Hammered finish sink, after each use, the homeowner should rinse the sink and dry it thoroughly with a soft cloth or towel. To clean the sink, homeowners should use a non-abrasive, non-detergent soap with a soft cloth and remember to rinse thoroughly with clean water and dry it.

This new finish will be featured in 11 sink models drawn from a cross section of Elkay's most popular and dramatic sink styles. The Mystic® collection's organic, curvy shape and natural style is accentuated in the three new Antique Copper Hammered models. The original Mystic "river" shape in both 50 and 28 inches is now offered in the new finish (ECU5014ACH \$2,765; ECU2812ACH, \$2,043), along with a soft, circular bar sink option (ECU16FBACH, \$598). The modern-design inspired, symmetrical Elkay Avado™ will also add a double bowl sink in the Antique Copper Hammered finish to its collection (ECU3120RACH, \$2,098). The simple, culinary-focused styles featured in the Gourmet™ collection will be available in five models featuring the new finish ranging from traditional single and double bowl designs (ECU2118ACH, \$1,750; ECU21180ACH, \$1,975; ECU311910RACH, \$2,970) to the time-honored country farmhouse apron-front sink style in

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both double and sink bowl options (ECUF3319ACH, \$3,086; ECUFS2915ACH, \$2,500).

Also, the compelling presence of Asana™ bath collection will only become more dynamic through the addition of the Antique Copper Hammered finish to two of its high-style, spherical-shaped vessel sinks (ECU15ACH, \$620; ECU1714ACH, \$590). Elkay also offers a wide variety of faucets and accessories to coordinate with all the company's sink styles, making shopping easy and stress-free.

For more than 87 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 40th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 5,000 employees in facilities across the United States and select international markets. In 2006, Elkay was honored as a Merit Award winner in *Interior Design* magazine's "Best of the Year" for an Avado sink design, a design which has won numerous other awards as well.

Headquartered in Oak Brook, IL, Elkay is also the parent company of E.B. Tecnica Mexicana®, Elkay Canada®, Phylrich® International, as well as Yorktowne® Cabinetry, Medallion® Cabinetry and MasterCraft® Cabinetry. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S.

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