



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

ELKAY® ADDING "CURVE-APPEAL" TO NEW AVADO™ SINKS
Form and Function Combine with Cleaning Ease

OAK BROOK, IL – September 2007 – Elkay is unveiling a new addition to the award-winning Avado, modern geometry collection. The new 15-mm-radius undermount sinks feature gently curved radius bowl corners allowing for easier cleaning, while maintaining the commercially-inspired design that has made Avado one of Elkay's most popular sink families.

A brilliant mixture of upscale undermount design and commercial integrity, the entire Avado collection commands attention. The modern aesthetic delivers impact in every detail and precision in its strong lines. Combining form and function, the new Avado models offer clean, streamlined geometry, as well as commercial kitchen style and quality. In addition, the flat bottom design reduces the possibility of glassware breaking as a result of a slope in the bottom of the sink.

Available in single and double bowls with depth of 8 or 10 inches, the 15-mm-radius corner undermount sinks are offered in an array of shapes and sizes to suit the needs of a wide variety of homeowners, ranging in width from 21 to 43 inches. The new Avado models are made from thick 16-gauge steel and feature a bright satin finish, which combine to make this sink both durable and beautiful.

The new models, which range in price from \$975 to \$1,855, include model numbers EFRU191610, EFRU2115, EFRU211510, EFRU2816, EFRU281610, EFRU3118, EFRU311810, EFRU3120R, EFRU312010R, EFRU3219 and EFRU321910.

- more -

ELKAY ADDS CURVE-APPEAL TO AVADO SINKS – PAGE TWO

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.

For more information, contact Maureen Brennan at (312) 946-6075 or visit elkayusa.com.

#