



FOR IMMEDIATE RELEASE
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INNOVATIVE ELKAY® SINK ACHIEVES SEAMLESS ELEGANCE
New Elkay Mystic® Model Offers Understated Look and Organic Design

OAK BROOK, IL – May 2007 – Through a collaborative effort with imaginative customers, designers and product developers, Elkay introduces an innovative new addition to the Mystic® sink family. The new Mystic "bean-shaped" model (MYSTIC2818CB) is designed with nature in mind, featuring the smooth, curving lines that have made Elkay's Mystic sink family popular.

Inspired by the soft, organic shape of a bean, the new Mystic sink offers an elegant look with an uninterrupted bowl form. Its fluid, softened single bowl design offers homeowners the added functionality for cleaning large pots and baking sheets. In addition, this Mystic comes with a custom-cut, removable wood cutting board which covers half the bowl's surface, providing homeowners with the ability to reclaim extra counter space. The cutting board's design is particularly relevant today, as many urban homeowners find the aesthetic of a large single bowl sink desirable, but optimizing maximum counter space could be a trade-off; with the new Mystic, homeowners can achieve both.

The new Mystic features a sink bowl that is 8 inches deep with a lustrous satin finish. Made with thick, durable 18-gauge steel, this sink not only looks great, but will last a lifetime. As with all Elkay sinks and faucets, this Mystic sink can be paired

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with an Elkay faucet that coordinates with this sink's smooth style and functionality. In addition, all Elkay sinks feature a fully undercoated bottom for superior sound dampening capabilities. The Elkay Mystic "bean-shaped" sink has an MSRP price of \$1,750.

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 4,000 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" awards for an Avado series sink design.

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.

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