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SECRETS TO SIMPLIFYING THE SINK AND FAUCET SEARCH

Elkay® Helps Homeowners Save Money and Find Perfectly Paired Sinks, Faucets and Accessories

OAK BROOK, IL – September 2007 – When remodeling a kitchen or bath, the theme, décor, countertops and cabinets often take precedence in the planning process, but it is important for homeowners to remember the significance of the sink and faucet. A home's sink and faucet can affect everything from the way we wash up to how we prepare a meal. Elkay wants to help educate homeowners on how to choose the right sink for their needs, which means matching the style of the individual homeowner, while ensuring they invest in a sink and faucet that will prove to be reliable, durable and functional. Also, if homeowners visit an Elkay authorized showroom between September 1 and November 30, 2007, they can take advantage of Elkay's first-ever national rebate promotion, which offers consumers a rebate for investing in sink, faucet and accessory "pairings." The more homeowners buy, the more money they get back!

Something to Sink About

A good sink can serve as both a valuable tool and a trend-setting kitchen appliance. Since most of today's sinks are placed into or under the countertop, removing them usually means dismantling most of the kitchen. This is why Elkay wants to remind homeowners that it is important to research your kitchen sink options since there are important factors to consider, coined as the five "S's": strength, size, shape, surface and sound.

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Strength: Think Thick

Steel thickness is measured by its gauge and the gauge numbers count down from the thinnest to the thickest. For example, 14 gauge steel is extremely thick, and 20 gauge steel is a competitive grade, yet thinner by comparison. Finding the right steel thickness, coupled with the right bowl configuration for the sink, depends on the look the homeowner is striving to create, as well as the role the sink will play in the home. Most premium stainless steel sinks will be in the 16-18 gauge range, notes the company.

Sizing Up and Shaping Your Sink

Elkay offers a variety of sinks in all shapes, sizes and depths, as a homeowner's need may vary depending on a sink's usage, such as washing stemware, large pans or small vegetables. Elkay recommends choosing a primary sink that is both deep and wide enough to hold a multitude of different-sized containers, pots or pans. For example, the Elkay Avado™ collection features commercially inspired sinks ranging from single to triple bowl designs with a variety of generous depths and widths.

Elkay sink experts also note that it is important to keep in mind the contour or slope of a sink bowl, as it has a great effect on its performance. Glassware, dishes or other items may prove unable to stand upright if the sink bottom is angled too steeply; therefore, Elkay recommends straight side-walls and a flat bottom as these features are indicative of a quality sink.

Surface: The Finishing Touch

When selecting a finish, Elkay always notes to consumers the importance of addressing the functionality of the sink. For instance, if a kitchen sink will be used daily as a main washing station for pots and pans, the ideal finish would be the Elkay Lustertone®, which is more durable and hand-finished. However, a mirror or hammered finish sink, although attractive as the focal point of a room, are recommended for an area such as a wet bar that will encounter less day-to-day wear and tear.

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A Sound Sink

Homeowners do not want a sink that the entire house can hear. Elkay features sinks with different insulation options, including a comprehensive undercoating, sound absorbing pads, or both, to assure a quiet, relaxed experience at the faucet.

Finding a Fabulous Faucet

After choosing your sink, the next step for many homeowners is determining what faucet will coordinate with the style and functionality of the room. It is equally important to research your faucet options to determine what faucet fits you. Elkay has developed the four faucet "F's": fashion, function, finish and feel, to help you determine what faucet is right for you.

Faucet Fashion

Since a faucet is above the countertop, it plays a critical role in the overall visual landscape of a room. First, determine what style you want to complement the room's décor. Then, work with an expert at an authorized showroom to help pair the right Elkay faucet to match your room's design style and sink choice.

Function Junction

Elkay also reminds homeowners to be sure to marry the functional features you want with the faucet's usage in the home. Elkay's faucets feature options such as pull down sprayers, lever and joystick handles, wall mount designs and high spouts for ease of use. Determine what combination of features suits the needs of the room in which the faucet is being installed.

The Feeling at the Finish Line

The other two important factors are the faucet's finish and overall feel. With the wide variety of finishes available, be sure to choose a finish that reflects your personal style. A faucet's feel involves how it is engineered and designed, so homeowners should check that it is created with quality materials, durable enough to withstand everyday usage and includes a long-term manufacturer's warranty.

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Perfect Pairings: Mix, Match and Save!

After a homeowner determines what sink and faucet pairing is ideal for his/her home, they are invited to visit an authorized Elkay showroom and take advantage of Elkay's first-ever national consumer rebate program. The "Perfect Pairings" rebate promotion applies to select Elkay sinks, faucets and accessories sold September 1 through November 30, 2007. This rebate event provides homeowners with an opportunity to get money back when they invest in a combination of Elkay sinks, faucets and accessories.

If a homeowner purchases select Elkay sinks (\$400 and over list price) with an accessory (\$99 and over list price) they will be able to earn a \$50 rebate directly from Elkay by filling out a simple online rebate claim form. Also, those who combine select Elkay sinks (\$400 and over list price) and faucets (\$250 and over list price) will be able to complete the same, simple online rebate claim form and receive a \$75 rebate. In addition, Elkay is offering an \$85 rebate to customers who purchase all three products - a sink (\$400 and over list price), faucet (\$250 and over list price) and accessory (\$99 and over list price). Select sinks and faucets from the following Elkay families will apply: *SINKS* – The Mystic[®], Avado[™], Lustertone[®], Asana[™], Elumina[®], Gourmet[™] and Specialty Collection[®] and *FAUCETS* - Allure[®], Arezzo[™], Ferrara[™] and Moda[™]. For more information and to view a complete list of products included in the Perfect Pairings rebate, visit elkayusa.com/perfectpairings.

Keeping these sink and faucet tips handy, consumers should visit a showroom to take advantage of this national rebate, as well as expert insight and knowledge on quality sinks and faucets from the staff at the more than 1,400 authorized Elkay showrooms. When it comes to purchasing quality plumbing fixtures, homeowners want to be sure they don't put their money down the drain.

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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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