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ELKAY® GIVES SHAPE TO NEW AVADO® "ACCENT" SINKS
New Drop-in Sink Designs Reflect Modern Kitchen Style

OAK BROOK, IL – April 2008 – Industry trend watchers are continuing to note the emergence of two major trends - people's increased craving for organization, as time is at a premium¹, and homeowners growing desire to create a more personalized², one-of-kind space at home. The new Elkay Avado Accent sinks are developed with these trends in mind with sleek modular design and custom-sized accessories ideal for keeping the kitchen in order. The Avado Accent encourages homeowners to make an individual statement in their home, while adding a new organizational element to the kitchen.

Elkay's new grouping of professional-grade Avado Accent drop-in sink choices further build the beauty of modern geometric shapes, while offering the highest level of streamlined functionality. The new Avado Accent sinks extend the commercially-inspired and useful Avado kitchen solution, introduced by Elkay in 2005.

The four new Avado Accent sinks feature compelling designs which will become the centerpiece of any kitchen. They allow the homeowner to use the sink from food prep to clean-up – simplifying any task. The large single bowl option (EFTS311811) features a wide and deep bowl, ideal for cleaning large pots and

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¹ Source: Director of Trend Spotting at JWT, Ann Mack; 2008 Trends

² Source: Trendwatching.com; 2008 Consumer Trend Report

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pans or washing oversized dishes. The symmetrical double bowl model (EFT311811) is also efficient for easy clean-up, and incorporates a low center channel to accommodate water overflow. Another double bowl (EFT402211X) in the series includes a smaller, four-inch deep, long trough bowl in the area behind a large rectangular 11-inch deep single bowl, rather than the typical side-by-side configuration. This inventive bowl placement is ideal for at-home chefs to soak or defrost items in the back bowl, while still being able to utilize the front bowl for food prep and clean-up. The 11-inch depth of the front, primary sink space takes the residential sink to an all-new residential depth for Elkay.

Homeowners can also choose a more traditionally configured double bowl with food prep or bar sink option (EFT361111) that functions as a companion to any of the Avado primary kitchen sinks.

The new Avado sinks are created from ultra-thick, commercial-grade 16 gauge stainless steel, boasting a Polished Satin finish, making the sink line both durable and beautiful. Each new model features zero-radius, square corners providing a truly commercial, symmetrical design.

Each of Elkay's Avado sinks can be paired with any one of a number of Elkay faucets that complements the overall look and feel. The MSRP price range for the new Avado Accent sink models is \$1,884 - \$3,635.

For more than 88 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

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facilities across the United States and select international markets. In 2006 and 2007, Elkay was honored as a Merit Award winner in *Interior Design* magazine's "Best of the Year" Awards for The Mystic[®] and Avado[®] sink designs. Elkay is also a member of key industry associations including the U.S. Green Building Council (USGBC) and the American Society of Interior Designers (ASID).

Headquartered in Oak Brook, Illinois, Elkay is also the parent company of E.B. Tecnica Mexicana[®], Phylrich[®] International and Elkay Zhuhai. Elkay is America's number one selling stainless steel sink company. The Elkay Manufacturing Cabinetry Division is the fourth largest cabinet manufacturer in the U.S. with its Yorktowne[®] Cabinetry, Medallion[®] Cabinetry and Mastercraft[®] Cabinets holdings.

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