



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

ELKAY® "BOOK OF DREAMS" INSPIRES KITCHEN AND BATH DESIGN

Unique New Tool Helps Designers Develop Statement-Making Custom Sink Creations

OAK BROOK, IL – April 2008 – Elkay invites designers to enter a world of dreams, creating one-of-a-kind sink designs for kitchen and bath applications.

Whether for a Elkay wholesaler who desires a signature bathroom sink for a high-end client, a restaurant chain with a vision of a themed bar area, or a luxury hotel hoping to make a lasting impression on guests, Elkay is the first sink manufacturer to offer the option of designing stainless steel or copper sinks for custom installations.

Making a bold statement, specifically within the hospitality market, Elkay's new custom capabilities laid out in the pages of the "Book of Dreams" set designers free to turn their kitchen and bath plumbing visions into a beautiful reality. Showcasing unique and contemporary sink designs inspired by nature, history, modern or whimsical imagery, the full-color pages of Elkay's "Book of Dreams" provide idea starter concepts to bring designers' and developers' visions to life.

Elkay Offers Unlimited Creativity

Size and shape are no longer an issue. With sinks offered up to 80 inches in width, designers and developers have a wide range of options to choose from when creating concepts. Available in a large inventory of bowl shapes, Elkay's dream sink designs are offered in high-gloss, patterned or textured finishes for a truly custom look.

- more -

ELKAY BOOK OF DREAMS INSPIRES DESIGN – PAGE TWO

Imagination Set Free

The "Book of Dreams" concepts truly evoke the inner artist in everyone. The Footprint sink featured within the book is shaped like a playful foot walking along a sandy beach, making it ideal as a footbath for any summer home or vacation resort application. Taking a cue from Mother Nature, the queen of organic shapes, the Scallop sink has a natural contour which beckons memories from a trip to the tropics. Mimicking the crisp, delicious taste of a favorite cocktail, the Martini sink is the perfect centerpiece for a hotel or restaurant's custom bar.

To learn more and get inspired to create a custom sink design, visit elkayusa.com to find a local showroom whose personnel can provide more information on Elkay's Book of Dreams.

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 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).

- more -

ELKAY BOOK OF DREAMS INSPIRES DESIGN – PAGE THREE

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.

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

#