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ELKAY® ECHO™ SINKS EVOKE HISTORIC CHARM AND CHARACTER
The New Echo Sinks Feature Distinctive Design with Easy-to-Install Top Mount Style

OAK BROOK, IL – July 2008 – With the continuing popularity of shows such as of "Antiques Road Show" and HGTV's "If Walls Could Talk" a resurgence in antiquing has emerged, and homeowners are expressing an increased interest in showcasing period pieces in their living spaces. Spurred by this development is the trend of homeowners searching for unique new ways to reflect their favorite period design style or their home's historic architecture. With the launch of the new Echo family, Elkay is now providing homeowners with a selection of sink solutions that help accentuate their home's time-honored character while seamlessly merging with their present-day lifestyles.

The new Elkay Echo sinks are influenced by two significant periods of enduring influence in American home design. The Colonial period, which spanned from 1600-1775, is reinforced through elements such as crown molding, the use of chair rails and period furniture. During the Mid-century Modern period, pre- and post- Second World War years, interiors were inspired by simple, less formal design and free flowing lines. Bright, spare, and functional, Mid-century Modern spaces maintain a casual comfort.

The new Echo sink family, inspired by these two key design periods, is composed of four stainless steel kitchen sinks with two distinctive raised rim styles. The Mid-century Modern inspired rim style is offered in both a single (ECTM252210) and double bowl (ECTM332210) model featuring a soft, sleek curving design with 9 ¾ inch bowl depth.

- more -

NEW ELKAY ECHO SINKS – PAGE TWO

Elkay's Echo family also provides a single (ECTC252210) and double bowl (ECTC332210) option for the Colonial period with a raised rim countertop profile that mirrors the refined style of crown molding.

Elkay specifically created the Echo sinks for top mount installation into a countertop, making it easy to refresh the kitchen with a quick remodel or function as a design complement for a new kitchen echoing these eras. The Echo sink's raised rim also provides increased functionality by reducing water splashing onto the counter.

All Elkay Echo sinks are available with coordinating custom-sized accessories such as cutting boards, bottom grids, rinsing baskets and utensil caddies. Made with thick 18-gauge stainless steel, Elkay's Echo sinks also feature a patented heavy-duty Sound Guard[®] undercoating and insulation pads which dampen sound and minimize condensation.

The Echo sinks can be paired with any existing Elkay faucet, such as the Ferrara LK7622 or the new Ella LK7722 faucet model, which mirror the classic geometry of the sinks. The MSRP price for all four of the new Echo sink models range from \$800 to \$1,257.

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

- more -

NEW ELKAY ECHO SINKS – PAGE THREE

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.

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

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