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EXPLORE™ NEW FINE FIRECLAY SINKS FROM ELKAY®
Elkay Explore Fireclay Sinks Feature Inspiring Regional Designs

OAK BROOK, IL – October 2008 – For more than 88 years, Elkay has continually strived to add innovative, quality sinks and faucets to its product line. The newest addition, Elkay's Explore sink family, reinforces the company's pioneering legacy, with its inspiring regional designs that offer a fresh alternative to traditional Americana sink styles. Fine fireclay sinks, which gain their inspiration from the warm climates, gentle breezes and local culture found in the Southwest, are a newly added material to Elkay's extensive sink portfolio and the first additions into the new Elkay Explore sink family.

The Elkay Explore fine fireclay sinks add a stylish simplicity, yet highly functional design element into any country, cottage or cozy urban inspired kitchen. Also, Elkay's fine fireclay sinks are created from natural materials, providing homeowners with a striking sink solution for their home.

Offered in a warm Terra Cotta Matte finish and welcoming White Gloss finish, the soft, rounded shapes of the fine fireclay sinks transform the kitchen, making it the most inviting room in the house. Currently available in three configurations, the Elkay Explore fine fireclay sinks include two single bowl designs with smoothly rounded back basin walls (SWU211910; SWU1515) and another large double bowl model with a flowing arched shape in the back of sink (SWU322010R).

The fine fireclay sink colors are drawn throughout the entire sink so the vibrancy will not fade, even under heavy use, allowing the sinks to retain the original hue over time.

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Ideal for any kitchen, bar or hospitality setting, the Elkay Explore fine fireclay sinks feature spacious compartments and a surface that is heat, stain and chip resistant.

The Elkay Explore fine fireclay sinks can be paired with a variety of Elkay faucets, such as the traditionally-inspired Oldare single-lever faucet (LK9102) with side spray and 360 degree rotating motion. The Oldare faucet is offered in eight finishes and is influenced by rural Americana with a design reminiscent of the timeless look of a farm yard pump, providing the ideal complement to the distinctive regional feel of the Explore fine fireclay sinks. In addition, Elkay offers custom-sized accessories to complete the Southwestern theme for the fine fireclay sinks including durable stainless steel bottom grids and rinsing baskets which range in price from (MSRP) \$157 to \$242. The Elkay Explore fine fireclay sinks MSRP pricing ranges from \$610 to \$1,499.

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], the American Society of Interior Designers [ASID], the National Kitchen & Bath Association [NKBA], and the Plumbing Manufacturers' Institute [PMI].

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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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