



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

JAMIE DRAKE LAUNCHES NEW VASE SINK DESIGNS

Fluidity and Functionality Collide to Create Inspired New Elkay® Designer Sinks

OAK BROOK, IL – October 2008 – Distinguished New York designer Jamie Drake, ASID, and Elkay are introducing three new Vase sink shapes into the Design Inspirations '08 Collection. Elkay's Vase sinks are Drake's artistic reinterpretation of the classic vessels, breathing new life into a century-old shape and providing homeowners with an opportunity to make a sensuous statement in the home.

Inspired by the influence of the amphora throughout history, Drake's Vase sink emulates a graceful vase silhouette, while echoing the beauty of the female form.

"Be it from ancient Greece, the glorious Tang Dynasty in China, or the British Arts and Crafts movement in the late 19th century, the classic vase form captures the essence of a vessel. The form of the vase is both elemental and essential, beautifully merging the idea of shape with useful functionality," notes Drake.

The Vase sink is available in three configurations including a double Vase sink (DSG NR642010C), a single Vase sink paired with a rectangular prep sink (DSG NR432010C), and a free-standing single Vase (DSG NR332010C). Drake's sink designs are offered with a custom-sized cutting board, increasing the sink's functionality while adding to its custom-looking style. The Vase sinks are formed from professional-grade 18 gauge stainless steel with a Lustrous Satin finish and feature Elkay's patented Sound Guard® system, creating a pleasant sink experience.

- more -

JAMIE DRAKE LAUNCHES ELKAY VASE SINK COLLECTION – PAGE TWO

Drake's Vase single bowl inside measures a generous 30 inches and 18 inches from front to back at its widest point, making it easy to use the sink for everything from food prep to clean up. The double bowl Vase sink is two single bowls combined with the same dimensions for added workspace, while the prep sink accompanying the single Vase bowl is 9 ¼ inches in length and 12 inches in width. All of the sink basins in the Vase collection are either six inches or 10 inches deep.

"Drake has cemented his reputation as one of the nation's leading designers through his ability to turn unique inspirations into remarkable creations," states Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division. "The inspiration of Jamie's design, which pays homage to both the classic past and functional present, is beautifully captured in the Elkay Vase sinks."

Jamie Drake's Vase sinks can be paired with a variety of Elkay faucets, such as chic Elkay Arezzo single lever pull-down faucet (LK7220), which perfectly complements the Vase sink's contemporary look and feel. In addition, Elkay offers custom-sized Drake designed accessories including a gently curving Glacier White Corian® cutting board (CB1914 - \$165) and a durable stainless steel circular bottom grid (LKBG17SS - \$150). The MSRP price range for Elkay's new Jamie Drake Vase sink models range from \$1,200 to \$2,000; or if homeowners are interested in combining the Vase sink and accessories into one package the MSRP price ranges from \$1,439 to \$2,342.

Drake holds a Certificate in Environmental Design from Parsons School of Design and a B.F.A. from The New School for Social Research. He served as vice president of the American Society of Interior Designers' New York chapter in the mid-1990's, receiving the organization's Presidential Citation and Platinum Award. He is a

JAMIE DRAKE LAUNCHES ELKAY VASE SINK COLLECTION – PAGE THREE

frequent contributor to showhouses, including many Kips Bay and Hamptons show homes, maintains many charitable involvements and is an *Interior Design* "Hall of Fame" member. Elkay is pleased to work with Drake on these custom co-designed products.

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].

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.

###