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## **ELKAY INNOVATES ELKAYUSA.COM PLUMBING PRODUCTS SITE**

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*New Features + New Design = Inspirational New Web Site*

OAK BROOK, IL – April 2008 – The Elkay Plumbing Products Division (PPD) has recently re-launched its Web site, [elkayusa.com](http://elkayusa.com), to offer visitors easier navigation, more tools and in-depth product descriptions for all Residential and Commercial products. The new, user-friendly design incorporates distinct information channels for both the Residential and Commercial product lines, making it a one-stop-shop for homeowners, wholesalers, designers, mechanical engineers and facility managers alike.

“We’ve provided two ‘super highways’ for visitors to travel – one, Elkay Residential sinks, faucets, custom tops and accessories, and the other, Elkay Commercial sinks, faucets, accessories, custom tops, and coolers/fountains and chillers,” notes Peg Delaney, director of application and web services for the PPD.

The new navigation tools allow users to sail through thousands of options that Elkay offers, helping the visitors to find the product that meets their specific needs. In addition, the in-depth product descriptions and upgraded photography offer visitors a clear view of how each product would fit their home, facility or other work space.

“Elkay wanted to take the guess work out of decision-making process and make it easier for our visitors to quickly find the product information they need,” notes Jack Krecek, vice president of marketing for the PPD. “We also wanted to

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incorporate new 'pairing' information for sinks, faucets and accessories."

The new Web site also facilitates quick showroom location, technical data access on all products and MSRP pricing. The News + Events section on elkayusa.com also provides open access to Elkay's electronic press kit information, residential and commercial literature downloads and showcases Elkay's editorial coverage.

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<sup>®</sup> and Avado<sup>®</sup> 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<sup>®</sup>, Phylrich<sup>®</sup> 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<sup>®</sup> Cabinetry, Medallion<sup>®</sup> Cabinetry and Mastercraft<sup>®</sup> Cabinets holdings.

For more information, contact Maureen Brennan at (312) 946-6075 or visit [elkayusa.com](http://elkayusa.com).

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