



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

ELKAY® INTRODUCES NEW ELLA™ FAUCET COLLECTION
Stainless Steel Faucets Boast Seamless Designer Style

OAK BROOK, IL – April 2008 – Elkay is unveiling the highly anticipated, full national release of its new Ella faucet family. Ella features solid stainless steel construction on its base, handle and spout, providing homeowners with a strong, confident faucet design and helping to ensure the flow of healthy water. Stainless steel offers a nearly indestructible non-corrosive surface that retains its' "like new" luster for decades.

Creating this new, innovative stainless steel faucet family was a natural progression for Elkay, the country's leading stainless steel sink company. In addition, the sustained popularity of stainless steel, considered a classic for decades, continues to make headlines in trend reports due to its versatility, resilience and hygienic, easy-to-clean nature.

The three new Ella faucet designs perfectly complement any stainless steel sink from Elkay with either a Polished or Satin stainless steel finish. By pairing stainless steel sinks and faucets, homeowners can achieve a more consistent, finished look in the kitchen. With the Ella faucet family, the combination creates a seamlessly modern, yet classic look, making the kitchen a truly fresh canvas ideal for culinary greatness or a gathering place in the home. Showcasing clean lines and soft curves, each of the three faucets included in the Ella family feature beautiful transitional form.

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The Ella bar faucet (LK7727) features a streamline design that provides 360-degree rotation, with an overall height of 13 5/8 inches, offering a sophisticated and functional addition to the bar or prep area. The Ella collection also includes an option for homeowners seeking kitchen faucets with spray capabilities (LK7722) has a square deck spout reaching 10 inches, coupled with a stainless steel side spray with matching finish. In addition, the Ella family includes another sleek primary kitchen faucet option (LK7721), which further showcases the family's transitional geometry. All Ella faucets feature a joystick handle, which can be easily turned on and off, even when multi-tasking. The MSRP price range for the Ella faucet family is \$539 - \$995, depending on the faucet finish and style.

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).

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

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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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