



FOR IMMEDIATE RELEASE
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ELKAY® ADDS POT FILLER FAUCET TO OLDARE™ COLLECTION
New Pot Filler Option Combines Time-Honored Style with Enhanced Convenience

OAK BROOK, IL – April 2008 – Influenced by yesteryear and reminiscent of the rural countryside, the new Elkay Oldare pot filler (LK4101) faucet emulates the nostalgic charm of simple times, while implementing 21st century technology into today's kitchen. The refined design of the Oldare pot filler makes an unpretentious and wistful statement, yet provides the desired convenience that homeowners demand from a cold water fixture for cooking.

The Oldare pot filler pairs beautifully with a number of kitchen sink styles including Harmony™ and Gourmet™, which blend beautifully with Country, Cottage, Old World and Colonial motifs. Designed to be wall-mounted, the Oldare pot filler can be placed by the stove or sink for optimal use. This facilitates homeowners' ability to fill pots near the stovetop, eliminating the need to transport heavy cookware from the sink to the burner. The pot filler can also be installed at a user-defined height to accommodate the homeowners' preferred location.

Inspired by true American quality and innovation, Elkay's Oldare provides the aesthetic of regional design with all the benefits of today's water saving technology. Each Oldare faucet uses a ceramic disc cartridge to meet national water conservation standards of 2.2 gallons per minute. In addition, all Elkay

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faucets exceed the national requirements for lead-free design and comply with NSF-61, which ensures clean and safe water.

Crafted for long-lasting reliability, Oldare is constructed from solid brass and is available in eight finishes including Antique Brass, Chrome, Brushed Nickel, Old English Brass, Polished Brass, Polished Nickel, Pewter and Oil Rubbed Bronze. While timeless finishes such as pewter, nickel and chrome are always in style, homeowners are increasingly opting for the warmth that brass and broze finishes bring to a kitchen. The Oldare pot filler is the perfect companion to a wide array of Elkay sinks ranging from classic stainless steel to e-granite™ and Antique Copper Hammered finish options. The MSRP price range for the Oldare pot filler faucet is \$755 - \$868.

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).

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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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