



FOR IMMEDIATE RELEASE
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ELKAY® MATERIALIZES CUSTOMER NEEDS WITH NEW, TRENDSETTING PURSUIT™ INDOOR/OUTDOOR SINKS

OAK BROOK, IL – April 2008 – Pioneers of America’s number one selling sink, Elkay embellishes its sink portfolio line with the introduction of the Pursuit family. Featuring premium stainless steel with increased anti-corrosive properties and a designer exterior, the new indoor, utility and outdoor Pursuit sinks can take on any challenge – be it for a chore, outdoors or to explore.

With approximately 1.2 million new outdoor kitchens installed between 2006 and 2007 (per *Consumer Reports*), the Pursuit outdoor sinks are the ideal sink solution to extend your living space to the patio, garage, greenhouse and beyond. Utilizing type 316 stainless steel, Pursuit indoor and outdoor sinks will withstand heavy-duty cleansers and changing climates. Elkay's outdoor sinks will stand the test of time against any weather conditions from California to Connecticut. Pursuit indoor sinks are designed to meet the demanding tasks of laundry, pet cleaning and home improvement clean-up.

Elkay's Pursuit sinks are available in 17 different bowl configurations, including seven top mounts, nine undermount options and one free standing unit. All models feature 18 gauge type 316 nickel-bearing stainless steel, which is more resistant to chlorides, salt air and other harsh elements. The gently curved corners promote easy cleaning. The spacious deep sink bowls range from six to

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14 inches and feature an enhanced Sound Guard[®] undercoating, which adds to the functionality of Pursuit products. The MSRP price range for the new Pursuit sink models is \$820 - \$5,408.

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 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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