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NEW ELKAY® FAUCET BRINGS HOSPITALITY HOME

The Ella™ Olive Handle Bar Faucet is the Perfect Garnish for Entertaining at Home

OAK BROOK, IL – February 2009 – Are you feeling the pinch? As the economy continues to put a strain on discretionary income, how people choose to interact and entertain has shifted, creating a resurgence of hosting at-home get-togethers, movie nights and house parties. In fact, according to several home entertaining tips on iVillage.com, there has been a dramatic increase in the amount of “at home” occasions in the past six months. Entertaining more friends and family at home may mean upgrading the home's hospitality or entertaining area. As a solution for homeowners seeking to remodel their hospitality area, Elkay created the new Ella™ Olive handle bar (LKM7727PSS) faucet, providing an unforgettable design element for any at-home bar.

The newest addition to the Ella family, the Ella Olive is a stand-alone faucet featuring solid stainless steel construction. The faucet features an eye-catching decorative olive atop the joystick handle, bringing both functionality and fun back to your home hospitality spot. The nearly indestructible, non-corrosive surface of the Ella Olive faucet and its strong, confident faucet design perfectly complement any stainless steel sink from Elkay. By pairing stainless steel sinks and faucets, homeowners can achieve a more consistent, finished look in their home's bar or entertainment area. For example, pairing the Ella Olive faucet with Elkay's The Mystic® Martini (MYSTIC2221) sink provides homeowners with a one-of-a-kind conversation piece and focal point for their at-home bar.

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ELKAY ELLA OLIVE FAUCET – PAGE TWO

The Ella Olive faucet is available in a Polished Stainless Steel finish, which is a radiant, high-shine finish that is easy to clean and guaranteed not to peel. The faucet also features a streamline design that provides 360-degree rotation, with an overall height of 8 15/16" inches and 5 1/2" reach, offering a sophisticated and functional addition to the bar or prep area. All Ella faucets feature a joystick handle, which can be easily turned on and off, even when multi-tasking. The MSRP price for the Ella Olive Handle Bar is \$690 and the MSRP price for the combination of the Elkay Mystic Martini sink with the Ella Olive faucet and a strainer (MYSTIC2221C) is \$1,596.

As an additional benefit to homeowners, users and designers alike, Elkay products, including the Ella Olive faucet, are already CA AB 1953 compliant. Scheduled to go into effect in 2010, this bill limits the amount of lead used in metal pipes, fixtures and fittings in potable water systems, starting in the state of California. Years ahead of the curve, Elkay continues to lead the industry in intelligent, functional design.

For more than 89 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 47th in *Crain's Chicago Business* list of Chicago's Largest Privately-Held Companies, has more than 3,600 employees in facilities across the United States and select international markets. 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

ELKAY ELLA OLIVE FAUCET – PAGE THREE

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, Elkay customers can contact Elkay customer service at (630) 572-3192 or visit elkayusa.com. For media inquiries, contact Maureen Brennan at (312) 946-6075 or view our electronic press kit on elkayusa.com.

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