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ELKAY® EXPLORE™ EXPANDS FINE FIRECLAY FAMILY
New Explore Sink Design Showcases Timeless Style of Farmhouse Sinks

OAK BROOK, IL – February 2009 – The newest addition to Elkay's Explore sink family has a charming nostalgic design influenced by the time-honored farmhouse sink of yesteryear, while the fine fireclay material creates a fresh alternative to the vintage characteristics of a traditional Americana sink style. Bringing the reminiscent feel of the Tuscan countryside into today's modern kitchen, the simplicity of Explore Fine Fireclay Apron sink (SWUF28179) serves as a stylish addition to any country, cottage, old world and colonial-style décor, but its minimalist design can also provide a striking focal point for an Arts and Crafts or Modern-era kitchen.

Elkay's fine fireclay sinks are created from natural materials and are inspired by warm climates and gentle breezes to bring a calming force into the kitchen. Available in two distinct finishes, such as a warm Terra Cotta Matte finish that embodies the local culture found in the American Southwest and an aesthetically pleasing soft White Gloss finish, which can be striking in an urban setting, this versatility provides homeowners with stylish, statement-making options when designing the look and feel of their kitchen.

Elkay's fireclay sinks are made from high-grade fine fireclay granules and glazed at over 2,250 degrees Fahrenheit for a long-lasting, durable gloss finish with a soft sheen. The fine fireclay color is baked onto the sink surface so the vibrancy will not fade, even under heavy use, allowing the sinks to retain the original hue over time. Also, the non-porous surface glaze will not stain and is easy for any homeowner to

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clean. In addition, the Elkay fine fireclay sinks will not crack due to thermal shock, the sink's surface is acidic and alkali resistant and the sink's dense material naturally dampens sound and reduces condensation. The Elkay Explore fine fireclay apron sink features a large single bowl with a spacious capacity of 28 inches in length and 17 inches wide, with a bowl depth of 9 ½ inches and the apron front measures 10 ½ inches.

The Elkay Explore fine fireclay sinks can be paired with a variety of Elkay faucets, such as the traditionally-inspired Oldare™ single-lever faucet (LK9102 – MSRP \$1,144) with side spray and 360 degree rotating motion. The Oldare faucet is offered in eight finishes and is influenced by rural Americana with a design reminiscent of the enduring look of a farm yard pump, providing the ideal complement to the Explore fine fireclay farmhouse sink. In addition, Elkay offers a custom-sized, durable, stainless steel bottom grid accessory (MSRP - \$180) for the fine fireclay apron sink, enhancing the sink's functionality. The Elkay Explore fine fireclay farmhouse sink has an MSRP price range of \$1,100 to \$1,375.

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].

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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, 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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