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ELKAY® HONORED WITH EIGHT MARCOM AWARDS
MarCom Awards Elkay for Outstanding Marketing Communication Efforts

OAK BROOK, IL – February 2009 – MarCom Awards, an international competition for marketing and communication professionals involved in the concept, writing and design of print, web, visual and audio materials and programs, recently honored Elkay with eight awards. Elkay was chosen from the more than 5,000 entrants to the annual MarCom Awards program, winning three platinum awards, which are the most prestigious in the competition, two gold awards, signifying that Elkay exceeds industry standards, and three honorable mentions.

MarCom Award entries come from corporate marketing and communications departments, ad agencies, PR firms, design shops, production companies and freelancers. The competition has grown to perhaps the largest of its kind in the world. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies. The MarCom Awards are administered and judged by the Association of Marketing and Communications Professionals, an organization that consists of several thousand creative professionals dedicated to honoring and fostering the work of creative professionals.

"We are extremely proud to be the recipient of eight prestigious MarCom awards; we were thrilled to win awards across such a wide range of marketing communication categories. It's incredibly exciting to see that our ongoing brand building efforts for Elkay are so well-received by the professional marketing community," notes Ann Rottinghaus, Elkay's marketing communications manager for the Plumbing Products Division.

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Elkay was honored in a variety of marketing categories from public relations programs to billboard design to its full advertising campaign. Below is a summary of the awards received by Elkay and its integrating marketing agency partner, Marketing Support, Inc. (MSI):

- **Platinum Award: Elkay "Dream Book" Brochure**

The "Dream Book" brochure was created to showcase Elkay's new custom capabilities. Highlighting unique and contemporary sink designs inspired by nature, history, modern or whimsical imagery, the full-color pages of Elkay's "Book of Dreams" provide idea starter concepts to bring designers' and developers' visions to life.

- **Platinum Award: Elkay Public Relations Magazine Placements**

Elkay and Marketing Support, Inc. developed an ongoing public relations program to reach out to magazine editors to generate excitement among their readers for Elkay's innovative sinks, faucets and custom countertops. MarCom honored the project based on the quality and quantity of magazine placements received.

- **Platinum Award: Elkay Sinks + Faucets Consumer Advertisements**

Elkay's consumer advertising campaign created by Marketing Support, Inc., was inspiring and inventive. The new full-page, four-color ad featuring the Elkay Mystic[®] Shelf sink and a Moda[®] faucet demonstrates both eye-catching creative imagery and engaging copy for the consumer.

- **Gold Award: Elkay "Design Inspirations Collection" Billboards**

Elkay partnered with acclaimed New York designer Jaime Drake, ASID, and renowned Berkeley, California designer Fu-Tung Cheng to create a collection of striking sink designs called the "Design Inspirations Collection." Elkay and Marketing Support, Inc. developed a creative billboard campaign to showcase the designer's striking new sink styles, which were prominently displayed at KBIS in Chicago, 2008.

- **Gold Award: Elkay "Design Inspirations Collection" Brochure**

Elkay also received a gold award for the "Design Inspirations[™] Collection" brochure, which helped to launch the collection into the marketplace.

- **Honorable Mention: Elkay "Editor + Designer" Special Event**

Elkay and Marketing Support, Inc. created and hosted a one-of-a-kind editor and designer networking event, bringing together the top editors in the industry with the hottest designers.

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- **Honorable Mention: Elkay WGN Morning News Segment**
WGN-TV Morning News aired a segment about the hottest trends in kitchen and bath, including a feature on the Elkay's Mystic Martini sink.
- **Honorable Mention: Elkay Mix It! Match It! Make It Yours! Promotion**
Elkay's Mix It! Match It! Make It Yours! Promotion provided customers with a rebate offer and showcased Elkay's ability to easily pair sinks, faucets and accessories to make the shopping experience easier for their customers.

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 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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