Contact: Kara Gildone Merchandising & Communications Manager Creative Specialties International (800) 321-8809, Ext. 2339 kara.gildone@moen.com FOR IMMEDIATE RELEASE

October 2006

Jennifer Allanson/Kathy Willmott Robert Falls & Co. Public Relations (216) 696-0229 jallanson@robertfalls.com or kwillmott@robertfalls.com

"FALL" INTO NEW SEASONAL DECORATING IDEAS JUST IN TIME FOR THANKSGIVING

Extend Your Holiday Decorating Into the Powder Room with Quick & Easy Updates

Two words come to mind when we think of Thanksgiving decorating: <u>The Table</u>. We want the dinner table to be perfect – from the candles and centerpiece right down to the tablecloth and napkin rings. While many homeowners will soon be preparing their dining rooms in time for the big Thanksgiving dinner, they often overlook the *one* room holiday guests frequent most – the powder room.

"Thanksgiving is one of the only holidays that is universally celebrated – and the home is the center of the celebration," said Tim Bitterman, Senior Product Manager, Inspirations® by Moen®, a leading designer and manufacturer of bath accessories. "We all go to great lengths to give our homes a fresh look for our dinner guests, but the one room that gets the most traffic typically receives the least attention."

Bringing the spirit of Thanksgiving into your powder room is simple – and it doesn't require cutouts of pilgrims and turkeys on the vanity. Instead, follow a

few of these suggestions and make your powder room as appealing as the food on the table:

- First of all, Thanksgiving is not only a celebration of American history; it's a time to celebrate the beauty of fall. Look to nature to inspire your décor.
 Fall leaves, both artificial and real, make beautiful accent pieces, as do small pumpkins, gourds, corn husks, and more.
- Forget a paint job get the same bright effect by adding colorful towels and bath mats. Use the autumn color palette, deep reds, bold golds, burnt oranges and velvety browns, as your inspiration.
- One of the quickest, and most simple, ways to update your powder room's style is by replacing the bath accessories. The new Eastlake[™] Collection, from Inspirations by Moen, offers a traditional design in on-trend finishes, such as oil rubbed bronze, which carries the warmth of the season. Sure to create visual impact in almost any bath décor, the collection features traditional styling with detailed curves that are both dramatic and eye-catching.

"Many homeowners shy away from bath remodeling because they fear it's too much work. What they don't realize is that with a few, simple changes, like new accessories, you can change the look and feel of the room with minimal effort," added Bitterman.

And, installation of the Eastlake accessories is a snap with the new EZ 2 Install Mounting System which ensures simple and secure installation. The simple slide and lock architecture eliminates the need for a set screw, the number one complaint from consumers who have installed their own accessories.

- Nothing says fall quite like the spicy scents of nutmeg, pumpkin and cinnamon.
 Make your bathroom a sensory sensation by placing scented candles or potpourri on the countertop.
- Finally, show your guests you're glad they're visiting by framing a sign that says "Welcome." According to *Better Homes & Gardens* magazine, select a beautiful font and print "Welcome" onto colored paper. Using double-sided tape, gently attach fall leaves to the paper and insert it into a frame. Prop it on the countertop or hang it on the powder room door for all to see.

So make the most of this special time and extend your holiday decorating beyond the dining room and into your powder room. With just a few simple decorations, and a few new accessories, it may become the room your guests remember most.

For more information on the Eastlake Collection, or other bath accessories from Inspirations by Moen, visit <u>www.csi.moen.com</u> or call 800.321.8809.

EDITOR'S NOTE: A division of Moen, Creative Specialties International is a consumer-focused, market-leading organization that provides creative and innovative solutions for today's bath. The company designs and manufactures a complete line of fashionable bath accessories and bath safety products in a wide assortment of styles and finishes. Its products are distributed throughout North America in the retail, wholesale and home medical supply dealer channels under the Moen®, Inspirations® by Moen, Donner® and Home Care® by Moen brands.

Moen Incorporated is an operating company of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), the consumer products company.