Contact: Kathy Flinn FOR IMM Director, Advertising & Brand Moen Incorporated (800) 321-8809, Ext. 2330 kflinn@moen.com

FOR IMMEDIATE RELEASE

November 2008

Jennifer Allanson or Kristi Stolarski Falls Communications (216) 696-0229 jallanson@fallscommunications.com or kstolarski@fallscommunications.com

Have Yourself a Merry Little Kitchen

Make Your Kitchen Wish List Come True This Holiday Season

*North Olmsted, Ohio...*The weather outside may be frightful, but don't let the thought of entertaining your family and friends take the joy out of the upcoming holiday season. If the notion of cooking or baking holiday cookies has you already saying bah-hum-bug, adding some new kitchen products may help make the job easier *and* lower your stress levels.

With many retailers slashing prices to increase traffic and drive sales, don't put off making your kitchen holiday wish list. Imagine all the kitchen supplies, gadgets and appliances you've been fantasizing about this holiday season. If you are having difficulty envisioning your dream kitchen, consider adding one of these unique kitchen products to your wish list.

Wish for Your Own Personal Sous Chef

Watching cooking television shows are entertaining and informational. However, when trying to recreate Bobby Flay's Cumin Crusted Chicken dish, keeping track of the number of ingredients can be disastrous. Wouldn't having your own chef visually guiding you on how to prepare a meal be extremely handy? The miBook (pronounced My Book), a digital multimedia cookbook that instructs you on how to prepare any meal, stops after every step so you can work at your own pace. Its 7-inch screen can be propped up for easy viewing on a countertop and even comes with a remote. When not using miBook for cooking, the screen turns into a digital photo frame to display holiday photos and play music.

Cook It Up – In No Time!

During the holidays, time is of the essence. From cooking the holiday ham to icing the cookies, multi-tasking is a must. Have you dreamed of a product to help speed up the process? How about boiling water in 90 seconds or less? It may seem impossible, but with the Electrolux Induction Hybrid Cooktop (<u>www.electroluxappliances.com</u>), preparing holiday meals just got faster. The cooktop features 10-inch and 6-inch induction zones that provide 3,200 watts of power and electric elements that automatically adjust to the size of your pots and pans to deliver precise heat. With the keep-warm setting, pots and pans filled with holiday treats can stay warm for the entire length of the party.

Add Style to the Sink

The sink is the focal point of the kitchen – where all the food preparation and cleaning takes place – and should feature the most beautiful, yet resourceful piece of equipment. This holiday upgrade your sink by investing in a stylish, new faucet such as the Colonnade® pullout kitchen faucet from Moen. Colonnade adds classic styling without sacrificing convenience or functionality, and is available in today's most popular finishes including LifeShine® Classic Stainless to blend beautifully with stainless kitchen appliances and decors. It offers several flow patterns including a forceful, aerated stream or powerful spray by the touch of a button. Plus, Colonnade's pullout wand makes performing everyday tasks in and around the sink easy.

Mixing-It-Up

Have a large family to entertain during the holidays? Help making the dozens of cookies a treat with a new electric mixer – the number one tool in the kitchen and a perfect gift for the holiday baker. The latest models, such as the Artisan Series Tilt-Head Stand Mixer from KitchenAid (www.kitchenaid.com), have added capabilities to reduce prep time and make baking easy. With more than ten different speed controls, the tilt-head design allows clear access to the beater and bowl for easy pouring. Plus, this mixer also features a flour power of eight cups, which means you can make up to three loaves of bread, six dozen cookies or six pounds of mashed potatoes – especially helpful when preparing holiday meals.

Toast the Holidays

When hosting holiday parties, keeping multiple bottles of wine in the refrigerator can take up too much space. Relieve a crammed refrigerator by purchasing a portable wine cellar that can hold several bottles of wine and be a conversation piece among guests. The Sub-Zero 424 Free-Standing Wine Storage unit (<u>www.subzero.com</u>) is one such essential piece on the holiday entertainer's wish list. This stainless steel unit has a glass exterior with the option to customize the top surface to match your room's décor and the capacity to hold 46 bottles -- giving you and your guests something to toast to!

With some subtle hints to family and friends, make your kitchen wish list come true with new, unique products this holiday season!

For more information on the Colonnade pullout kitchen faucet or other Moen products, visit <u>www.moen.com</u> or call 1-800-BUY-MOEN (1-800-289-6636).

###

Moen offers a diverse selection of thoughtfully designed, on-trend <u>kitchen faucets</u>, <u>bathroom faucets</u>, <u>showerheads</u>, and <u>stainless steel sinks</u> for residential and commercial applications. As the #1 faucet brand in North America, customers have come to rely on Moen to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, <u>www.fortunebrands.com</u>), a leading consumer brands company.