

MOEN NAMES MIKE BAUER PRESIDENT, U.S. BUSINESSES

North Olmsted...Moen Incorporated has announced the promotion of Mike Bauer to the newly created position of President, U.S. Businesses, effective immediately. The announcement was made by David Lingafelter, president, Moen, who will maintain his current role while focusing on Moen's long-term global growth agenda. In Bauer's new position, he will assume responsibility for Moen's U.S. business units including Wholesale, Retail, Commercial, Bath Accessories and Bath Safety.

"Mike's promotion is in recognition of his many accomplishments over his 13+ year career with Moen," said Lingafelter. "His broad experiences, perspective and business acumen are complemented by his leadership, dedication and passion to win. We're fortunate to have someone with Mike's integrity and strategic prowess at the helm of our U.S. businesses."

Bauer joined Moen in 1997 as Corporate Controller, and has had numerous positions with increasing responsibility over the last several years. Most recently, he served as Vice President and General Manager-U.S. Retail, where he led the strategic vision for Moen's relationship with national retail partners including The Home Depot, Lowe's, Menards, Target, Bed Bath & Beyond and co-op partners such as Ace, True Value, and Do It Best.

Prior to this position, Bauer served as Moen's Senior Director of Wholesale Marketing, where he led the development and execution of the Wholesale Business Unit's product, brand and channel strategies, including new product development, brand management, pricing strategy, lifecycle management, channel marketing, merchandising and communications. Prior to this role, Bauer was the Senior Director of Marketing for Moen's bath accessory and safety businesses, where he also spent nearly three years managing its Supply Chain and Sourcing operations.

Before his employment with Moen, Bauer held the titles of Chief Financial Officer at Nook Industries, Plant Controller at Avery Dennison Corporation and Audit Manager at Coopers and Lybrand. He holds a Master of Business Administration from Case Western Reserve University's Weatherhead School of Management and a bachelor's degree from Cleveland State University.

For more information about Moen, visit moen.com or call 1-800-BUY-MOEN.

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About Moen

Moen, the 2010 EPA [WaterSense®](#) Manufacturer Partner of the Year, offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [bath accessories](#), [showerheads](#), and [stainless steel sinks](#) for residential and commercial applications. As a WaterSense partner, Moen has aligned its priorities with the goals of the U.S. EPA, working to protect the future of our nation's water supply through the introduction and ongoing support of water-efficient products, programs and practices, while keeping consumers' needs top-of-mind.

Customers have come to rely on Moen, the #1 faucet brand in North America, to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, www.fortunebrands.com), a leading consumer brands company.

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