

**FANTASTICAL INVENTIONS ARE BROUGHT TO LIFE IN NEW MOEN AD CAMPAIGN
INSPIRED BY INNOVATIVE REFLEX® TECHNOLOGY**

*Moen's Reflex® technology sparks ideas to improve and streamline
everyday tasks outside the kitchen sink*

North Olmsted, Ohio... Dreaming of the day when putting away laundry will be as effortless as opening a drawer? Wishing clean dishes could magically float from the dishwasher and find their way back to their proper place? Moen®, the number one faucet brand in North America, makes this fantasy a reality in its latest ad campaign, asking consumers, "Don't you wish everything could put itself away like Reflex?" Viewers can now see what life would be like if everything was as easy to put away – like laundry and dishes – as a faucet with Reflex® technology.

The ads, directed by Carl Erik Rinsch and visual effects house Trizz, bring three fantastical inventions to life. Like a Moen faucet with Reflex, each scenario in the ads delights consumers by simplifying and completing a daily task. The campaign, created by The Martin Agency, will air in North America and feature Moen kitchen faucets that boast the innovative Reflex technology. Reflex, which is offered on 75 Moen faucets, makes everyday tasks easy, with a spray wand that literally puts itself away. Reflex also boasts exceptional range of motion and generous reach. All together, these features help make everyday tasks easier and improve the user's overall experience.

"I think we can all relate to having housework we'd rather not do, or wish would just take care of itself," said Tim McDonough, vice president, global brand marketing, Moen Incorporated. "That emotion is at the center of this campaign and is also the root of the invention for Reflex. At Moen we listen to consumers and take pride in developing thoughtfully designed products that add real value to their everyday lives. We wanted to capture the delight consumers experience when using products – real and imagined – that make life a tiny bit easier."

While the creations in the advertisements clearly aren't real, Moen's Reflex technology struck a chord with five inventors who were inspired to imagine and create real-life inventions that, like the faucets, put themselves away. The result? Four prototypes of innovations that help put pesky items back in their places:

Inspirational Everyday Innovations:

- ***No more sippy cup game:*** Frustrated with picking up his daughter's sippy cup every time she threw it from the high chair, Mike Kelley, father of three/tinkerer, worked with technologists and designers to create a highchair system inspired by Moen's Reflex technology; each time his daughter throws her cup, it retracts and puts it back.
- ***Shopping carts be gone!:*** Grocery shopping can be a chore, and once you've finished unloading the shopping cart, the last thing you want to do is return it to the corral. Tired of always putting shopping carts away, David Vogeeler and John McClaire, both creative technologists, built shopping carts that easily return themselves, eliminating the hassle for shoppers.
- ***Gym class hero:*** After an exciting game of dodgeball, rounding up the equipment can be a pain. Jeff MacDonald, another creative technologist, was inspired by Reflex technology to create balls that put themselves away after the match.
- ***If I step on one more toy!:*** When children are finished playing with their toys, they almost never end up back where they belong. Inspired by Reflex, Georgia Tech engineering student and inventor, Leo Prinzi, created a toy-picker-upper that handles picking up items after children finish playing and returns them to their proper place.

These makers and their creations will be featured in a series of documentaries that will be available online. Each video will tell the story of how the helpfulness of the Reflex technology inspired these inventions.

"Innovation and invention is at the heart of our brand. As we celebrate our 75th year, we reflect on our beginnings as a company forged from an inventive and entrepreneurial spirit," added McDonough. "We're excited to work with and inspire a new generation of makers and inventors who one day, could bring to life an invention that changes our everyday lives... just like Al Moen."

The collections featured in the U.S. ads include the Walden™, Align™ and Kiran™ faucets. The new commercials begin appearing on major cable networks, including HGTV, Food Network, USA and the Cooking Channel this month; the commercials, as well as the inventor video series, will also appear online.

Reflex technology is available on 75 Moen kitchen and bar/prep faucets in an array of finishes and styles. No matter the décor, Moen has a faucet with Reflex that will fit seamlessly into any design. To see all of the creative assets, visit the Inspired by Reflex playlist on [YouTube](#). To learn more about Moen and its products featuring Reflex technology, visit moen.com/reflex.

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About Moen

As the #1 faucet brand in North America, Moen offers a diverse selection of thoughtfully designed kitchen and bath faucets, showerheads, accessories, bath safety products and kitchen sinks for residential applications – each delivering the best possible combination of meaningful innovation, useful features, on-trend styling and lasting value. In addition, Moen® Commercial offers superior-performing products that deliver lower lifetime costs for today's facilities.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that help fulfill the dreams of homeowners and help people feel more secure. The Company's trusted brands include Moen® faucets, Master Lock® and Sentry® Safe security products, MasterBrand® cabinets and Therma-Tru® entry door systems. Fortune Brands holds market leadership positions in all of its segments. Fortune Brands is part of the S&P MidCap 400 Index. For more information, please visit www.FBHS.com.

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