

**FOR IMMEDIATE RELEASE
May 2009**

**SHOWHOUSE® BY MOEN® FURTHERS COMMITMENT TO SUSTAINABILITY:
ALL LAVATORY FAUCETS ARE NOW CERTIFIED
TO MEET WATERSENSE® CRITERIA**

Faucets Offer Water-Saving Benefits, With Great Style and Performance

North Olmsted, Ohio... ShowHouse® by Moen®, the luxury brand of Moen Incorporated, is taking its commitment to water efficiency one step further. As of January 1, 2009, all ShowHouse lavatory faucet collections have been certified to meet WaterSense® labeling criteria.

“Since 2007, Moen has voluntarily partnered with the U.S. Environmental Protection Agency’s (EPA) WaterSense program to help consumers save water for future generations and reduce costs on their utility bills,” said Shawn Hardy, ShowHouse brand manager. “Fina™ was the first faucet from ShowHouse to earn the WaterSense label and we’re happy to offer water-saving benefits, along with the same great style and performance today’s discerning homeowners have come to expect from ShowHouse products.”

Available at select showrooms, all ShowHouse lavatory faucets are designed to help environmentally conscious luxury consumers, along with developers, builders and plumbers optimize water flow without sacrificing performance, and feature a 1.5 gallon per minute (gpm) flow rate versus the industry standard of 2.2 gpm. The result is water conservation of up to 32 percent. Specific ShowHouse collections certified to meet WaterSense labeling criteria include:

- Bamboo®, Casa®, Destiny®, Divine®, Felicity®, Fina, Mannerly®, Organic™, Savvy®, Solace®, Vivid®, Waterhill®

WaterSense aims to decrease indoor and outdoor water use through water-efficient products and simple, water-saving practices. The program encourages consumers to look for WaterSense-labeled products, which have been independently certified for efficiency and performance, and promotes water-saving techniques that reduce stress on water systems and the environment.

For more information about the lavatory faucet collections from ShowHouse by Moen certified to meet WaterSense labeling criteria, visit www.shfaucets.com or call 1-877-MOEN-SH1.

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About Moen

Moen offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [showerheads](#), and [stainless steel sinks](#) 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, www.fortunebrands.com), a leading consumer brands company.

About WaterSense

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation partners, visit www.epa.gov/watersense.

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