FOR IMMEDIATE RELEASE
January 2009

MOEN INTRODUCES REVOLUTIONARY NEW CARTRIDGE

Oakville, Ontario . . . The heart and soul of a Moen® faucet is its cartridge. This small piece of ingenuity is what makes a Moen faucet stand apart from the rest – and is how the company got its start when Al Moen invented a mixing cartridge that led to the creation of the single-handle faucet. Today, Moen is once again revolutionizing the industry with the introduction of the 1255™ Duralast™ cartridge – Moen's ceramic-disc cartridge design that provides the smooth feel and reliable operation of a new faucet from the first time you use it to the last.

The 1255 Duralast cartridge provides a consistently smooth handle feel for the life of the faucet. Smooth handle movement offers precise control – allowing the user to fine-tune temperature balance. In addition, the faucet handle will remain exactly where it is turned off, for convenient temperature recall.

"Sixty years ago, Al Moen led a team of skilled designers to create a cartridge unlike any other in the market – a washerless, one-piece cartridge," said Todd Loschelder, Moen's director of new business creation. "Its unique, yet simple, assembly featured fewer parts, meaning greater reliability and worry-free performance for the life of the faucet.

"This innovative cartridge has stood the test of time – through decades of new faucet styles and trends; and hundreds of designs and finishes. Our new 1255 Duralast cartridge builds on this legacy and offers the next generation of durability and reliability. Plus, it provides additional design opportunities for applications not only in the United States, but globally."

To create Moen's 1255 Duralast cartridge, many designs were tested and explored until the perfect solution was developed. The new cartridge will be featured in more than 100 Moen single-handle faucets (both kitchen and bath) starting in 2009. Specific features of the cartridge include:

- A stainless steel shaft and pin, which provides extremely durable handle attachment for smooth operation with every lift and turn
- Unique keying on the cartridge shell to allow instant, accurate alignment during installation
- Overmolded seals to ensure integrity and leak-free performance, even when

encountering tough conditions
- Compact dimensions and smaller physical profile to enable broader design opportunities and sleeker, modern faucet styles

"The opportunities that lie ahead are virtually endless, thanks to Duralast," added Loschelder. "Duralast builds on the heritage that Al Moen created decades ago, and we're thrilled to add to the next chapter of our company's history."

Like all Moen products, Duralast is made from the highest quality materials, surpasses conventional durability standards to withstand tough conditions and is backed by Moen's lifetime limited warranty.

For more information on Moen's new 1255 Duralast cartridge, visit www.moen.ca or call (800) 465-6130.

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About Moen Canada

Moen Canada offers a diverse selection of thoughtfully designed, on-trend kitchen faucets, bathroom faucets and showerheads for residential and commercial applications. As the #1 faucet brand in Canada, 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.

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