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**MOEN'S REVOLUTION™ MASSAGING SHOWERHEAD
SELECTED BY TOP HOTEL CHAINS**

Design Offers Ultimate Shower Experience to Guests

North Olmsted, Ohio ...All the comforts of home – in your hotel room. That's the goal of hotel chains around the country as they look for ways to upgrade features in their rooms. From new mattresses to new faucets, hotels are investing in ways to make their guests more comfortable.

Part of that trend has included enhancing bathroom and shower fixtures. In the past year, several major hotel chains have signed on to offer the Moen Revolution™ showerhead in their rooms.

"We have a commitment to deliver more than 120,000 Revolution showerheads to major hotel chains this year," said Jeff Kessler, Moen's Director of Strategic Accounts. "Special design features of this showerhead provide a unique sensory experience, while Revolution's design makes showering easier and more enjoyable. It's truly a better shower experience for guests."

Since its introduction, the Revolution showerhead has expanded Moen's distribution in the hospitality industry. A field test at a major hotel chain in Cleveland, Ohio, found that 71 percent of users preferred the Revolution showerhead to the one they have at home.

The reason for the enhanced showering experience can be found in Revolution's patented technology and unique figure-eight design. The Revolution showerhead actually spins each water droplet while simultaneously twisting the whole shower stream, enveloping hotel guests in water and giving the perception of higher flow *and* pressure.

The design has no pre-set showerhead functions, so hotel guests can manipulate the water's force, frequency and coverage to attain the perfect shower every time. A non-slip material is used on the dial, so it is easy to find with closed eyes and easy to turn in a wet environment.

"Our consumer testing and research proved that two-thirds of consumers were looking for greater water flow from their showerhead, and almost 60 percent wanted more force," Kessler says. "At the same time, hotels are always looking for ways to provide a 'unique' overnight experience for their guests – and showering continues to play a critical role in guest satisfaction in the hospitality industry. Moen set out to create a better shower experience and now it's available to hotel guests around the country."

For more information about the Revolution showerhead visit www.moen.com, or call 1-800-BUY-MOEN (1-800-289-6636).

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EDITOR'S NOTE:

Timeless designs that reflect good taste. Faucets and fixtures that are livable and enduring. These are just some of the reasons why Moen Incorporated is the #1 brand of faucet in North America. In addition to stylish and affordable faucets, Moen also offers residential and commercial sinks and a full range of tub and showering packages. Moen brands include ShowHouse™ by Moen, Creative Specialties International® and

the Cleveland Faucet Group®. ShowHouse offers high-end, luxury faucets and accessories to consumers with discriminating tastes. Creative Specialties International® offers complete suites of decorative bath accessories including innovative bath safety products that are fashionable – not institutional. The Cleveland Faucet Group manufactures affordable, durable sinks and faucets for the multi-family housing market.

Moen is part of Fortune Brands®, Inc. (NYSE:FO, www.fortunebrands.com) Home and Hardware group – a leading consumer brands company that includes leading cabinetry, door and lock manufacturers such as Therma-Tru®, Masterbrand Cabinets®, Inc., Aristokraft® Cabinetry and Master Lock®.

With Moen, you'll always find the perfect balance between styles you'll love and innovation you can live with. Buy it for looks. Buy it for life®.

For more information on Moen visit www.moen.com or call 1-800-BUY-MOEN (800-289-6636).