

Contact: Ginny Long
Director of Public Affairs
Moen Incorporated
(800) 321-8809, Ext. 2019

FOR IMMEDIATE RELEASE

May 2005

Jennifer Allanson
Robert Falls & Co. Public Relations
(216) 696-0229

**MOEN ENHANCES ONLINE PRESS ROOM
WITH NEW TOOLS EXCLUSIVELY FOR THE MEDIA**

Trend and Research Information Available at www.moen.com/pressroom

North Olmsted, Ohio . . . What's happening in today's kitchen and bath? What is driving new faucet designs and finishes? Moen has the answers and can easily provide them to the media through an enhanced online pressroom.

Driven in part by Moen's research and development team, the site features facts, figures and statistics most relevant to the kitchen and bath industry. In addition, it includes kitchen and bath feature articles, new product press releases, newly released trend information, a catalogue of product images, a calendar of industry events and conferences, as well as Moen corporate information.

One of the most unique features in Moen's pressroom is the ability to access Moen's research team through an "Ask the Experts" function. Moen's Research Director, Jack Suvak, and Moen's Senior Industrial Design Manager, Judy Riley, field questions concerning trends, research, or other areas of interest to the media through online discussions.

“We respect the fact that research drives story ideas,” said Suvak. “Our approach to research sets us apart from others in the industry. We spend time in consumers’ homes... on job sites with builders and plumbing contractors... doing anything we can to hear first-hand what’s happening out in the marketplace. We have unique information that we are excited to share with one of our key audiences – the press.”

Moen’s online press room, located at www.moen.com/pressroom, has six key areas. These include:

- Releases – featuring an archive of product and company news releases, feature stories, and trend/research articles searchable by categories, keywords or dates
- Online press kits – three years of downloadable press kits from relevant trade shows and new product launches
- Ask the Experts – an online feature that allows for questions and answers with Moen’s research experts
- Multimedia gallery – photos of all new and recently launched Moen and ShowHouse™ by Moen products, including set shots and silhouette shots
- Corporate information – executive biographies, awards, corporate responsibility and corporate history
- Events schedule – current listings of trade shows and conferences in the plumbing, builder, hospitality and designer industries

“We worked with a prestigious group of editors and reporters on the early concepts for our enhanced site,” added Suvak. “They supported the features we identified and gave us valuable feedback as to how we could make the press room an efficient tool for media professionals.”

Once editors and reporters log onto the site, they can expect Moen to send them an email update on the first Monday of every month. It will include highlights of

any additions that have been made to the press room, as well as interesting “factoids” the Moen research department has discovered that month.

###

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).