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**FOR IMMEDIATE RELEASE**

## **SHOWHOUSE™ BY MOEN DOUBLES LUXURY OFFERINGS IN RESPONSE TO CONSUMER DEMAND**

*North Olmsted, OH* – Since its introduction at KBIS in 2004, the ShowHouse™ by Moen luxury brand of high-end faucets, showering products and coordinating accessories has doubled its offerings.

“Consumer response has been so positive that we’ve introduced new collections for the bath, kitchen and powder room this year,” said Patti LaPorte, brand manager for ShowHouse by Moen. “In fact, we’ve added more than 100 new products - doubling the style and designs options we now have for the fashion-minded homeowner.”

In January, two new kitchen and bath suites were introduced including the geometrically-designed Felicity™ Collection and the simple, contemporary Solace™ Collection. In addition, the ShowHouse brand introduced superior rainshowers that feature Immersion™ rainshower technology. Three new uniquely-styled rainshower showerheads provide a powerful, rain-drenching shower. These collections join the vintage, traditionally-styled Waterhill™ suite for the kitchen and bath as well as the ultra-functional Woodmere™ pulldown kitchen and prep faucets.

Expanding the ShowHouse powder room collections is also a major focus for 2005. “The industry’s response to our Powder Room suites has been incredible, and we’re thrilled to offer three exclusive new styles. These collections really capitalize on hot, current home design trends and allow the consumer to have fun in a room that offers the most opportunity for experimentation,” said LaPorte.

The new Powder Room Collections, including Mannerly™, Organic™ and Tres Chic™, feature designs that address three hot interior trends: the vintage style of the Victorian era, the glamour of Old Hollywood during the 1930s and ‘40s, and the appeal of the organic outdoors. These new collections join the nature-inspired Bamboo™ Collection, the retro-styled Sophisticate™ Collection and the Mediterranean-designed Casa™ Collection.

To help homeowners achieve a fully coordinated look in their powder rooms, each of the Powder Room suites includes a widespread faucet and an array of perfectly matched accessories such as towel bars, towel rings, toilet paper holders and toilet tank levers. Completing the collections, each suite also features a signature accessory unique to that style, designed with the powder room in mind.

“We couldn’t be happier with the success of the ShowHouse brand,” added LaPorte. “Our goal is to continue to delight our customers with great products that have great functionality and are backed by the Moen brand.”

All ShowHouse faucets and bath accessories have Moen's exclusive Lifetime Warranty, assuring complete satisfaction and a lifetime of worry-free performance. In addition, faucets are guaranteed not to tarnish or wear.

For more information about ShowHouse by Moen, visit [showhouse.moen.com](http://showhouse.moen.com) or call 1-800-BUY-MOEN (1-800-289-6636).

ShowHouse by Moen is a preferred luxury faucet brand for upscale homes. Products are distributed through select high-end showrooms under an exclusive ShowHouse program. Backed by exceptional manufacturer support from the plumbing fixture experts at Moen, ShowHouse products range in style from Zen modern and Hollywood chic to traditional Victorian and Tuscan villa. Visit [www.showhouse.moen.com](http://www.showhouse.moen.com) or call 1-877-MOEN-SH1 for product information.

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