

MOEN LAUNCHES SIP® A NEW SUITE FOR FILTERED-WATER CONVENIENCE

Oakville, Ontario... Did you know a filtering faucet at the sink is one of the top five frequently requested add-on accessories? According to Moen consumer research, 38 percent of individuals looking to remodel their kitchen throughout the next 12 months have an interest in purchasing a filtered water dispenser. Moen is responding to customer's needs for accessible, great-tasting drinking water at the sink with styles and finishes in the new Sip® line of beverage faucets.

Whether for drinking or cooking, homeowners can add a touch of elegance and ease to their kitchen. Sip is available in traditional, transitional and modern styles to coordinate with any decorating taste. Plus, each is available in popular finishes including: Chrome, Spot Resist™ Stainless and Oil Rubbed Bronze (transitional and traditional only).

"We're extremely excited to improve our beverage faucet offering," said Garry Scott, vice president, wholesale marketing and brand development, Moen Canada. "Consumers want clean drinking water at the sink, which makes filtering faucets an important part of Moen's complete kitchen product portfolio. Our goal was to provide a full range of styles and finishes to meet this growing demand."

In addition to style, convenience is key with Sip beverage faucets. Each features a high-arc spout to make filling tall glasses, pots and large containers a breeze. A unique rotating spout provides homeowners with more control over the water flow to prevent splashing.

Sip is designed with Moen's two-handle 1234 Duralast® cartridge that provides a consistently smooth handle feel and the highest level of quality and durability for the life of the faucet. Single-hole installation fits cleanly against today's popular solid surface and natural material countertops. Additionally, each Sip faucet is equipped with flexible supply lines, making installation quick and easy.

Sip faucets feature a long-life filter that only needs replaced twice a year. To eliminate guessing, Sip provides a flashing LED light that indicates when the filter needs to be changed. The filter life indicator will flash a fast red pulse when a filter replacement is necessary. Each features Moen's limited lifetime warranty*.

For more information about the new Sip water-filtering faucet line from Moen Canada, visit moen.ca.

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About Moen Canada

As the #1 faucet brand in North America, Moen Canada offers a diverse selection of thoughtfully designed kitchen and bath faucets, showerheads, accessories and bath safety products for residential applications – each delivering the best possible combination of meaningful innovation, useful features, on-trend styling and lasting value. In addition, Moen® Commercial offers superior performing products that deliver lower lifetime costs for today's facilities.

Moen's legacy of thoughtful design stemmed from an invention by Al Moen. In 1937, after burning himself at a sink with traditional single taps for hot and cold water, a young, determined Al Moen set about inventing a single-handle faucet designed to mix hot and cold. The invention, finalized in 1939, revolutionized the plumbing industry and set the stage for 75 years of innovation.

Moen is part of Fortune Brands Home & Security, Inc. (NYSE: FBHS), which creates products and services that help fulfill the dreams of homeowners and help people feel more secure. The company is a leader in the home and security industries and features well-known and trusted brands like Moen® faucets, Master Lock® padlocks and security products, MasterBrand Cabinets®, Therma-Tru® entryway systems and Simonton Windows®. For more information, please visit www.fbhs.com.

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