

FOR IMMEDIATE RELEASE
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**THE CLEVELAND FAUCET GROUP®
INTRODUCES NEW WATER SAVING SHOWERHEAD**

New Showerhead Reduces Water Consumption, Energy Use and Expenses

North Olmsted, Ohio . . . Cleveland Faucet Group® (CFG), a Moen Incorporated brand, introduces its Water Saving showerhead, designed specifically for the multi-family market. This showerhead flows at a rate of 1.75 gallons per minute (gpm), offering a 30 percent water savings from the industry standard of 2.5 gpm. Not only is this savings significant in reducing water consumption, but it also reduces energy costs as less hot water is used.

CFG's Water Saving showerhead is among the first to receive certification from the Environmental Protection Agency's (EPA) new Watersense® labeling criteria specifically for showering products. This new certification allows CFG customers to select a WaterSense-labeled showerhead from a variety of configurations and finish options.

The use of CFG's new Water Saving showerheads can also contribute toward a building's eligibility for LEED (Leadership in Energy and Environmental Design) certification in the Water Use Reduction category. The products are also certified to the IAPMO (International Association of Plumbing and Mechanical Officials) Green standard for having a flow rate at least 20 percent below the industry showerhead standard.

"Multi-family property owners are always looking for ways to manage costs," said Mark Knurek, CFG brand manager. "The new Water Saving showerhead is a quick and easy solution for property owners to realize significant savings on their utility bills."

CFG's new Water Saving showerhead is available as a stand-alone item, or as an option on the tub and shower products of CFG's Baystone®, Capstone® or Cornerstone® collections. To meet the market needs of multi-family property managers, CFG's Water Saving showerheads are available in popular Chrome, PVD Brushed Nickel and Old World Bronze finishes to coordinate with bathroom faucets and accessories.

Unlike some water-efficient showerheads that simply restrict the water flow, CFG's new Water Saving showerheads feature an optimized spray pattern to help preserve the showering

experience that end-users are accustomed to from full-flow showerheads. To create this unique design, CFG decreased the diameter of the spray formers in order to maintain the velocity of the water streams hitting the body, treating users to a full, powerful spray. The rubber spray formers also provide the ability to simply wipe away hard mineral deposits on the showerhead, preserving a consistent spray pattern and extending its useful life.

For more information about the new Water Saving showerhead from CFG, visit cfgonline.com or call 1-888-450-5522.

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About CFG

CFG delivers real value in kitchen and bathroom faucets, showerheads and in-wall valves, with a strong foundation in design, distribution and service. CFG offers customers the confidence of working with a solid business partner committed to providing the best return on investment. For more information, visit cfgonline.com, or call 1-888-450-5522.

About Moen

Moen offers a diverse selection of thoughtfully designed, on-trend [kitchen faucets](#), [bathroom faucets](#), [showerheads](#), and [stainless steel sinks](#) for residential and commercial applications. As the #1 faucet brand in North America, customers have come to rely on Moen to deliver dependable products and service. Moen is part of Fortune Brands, Inc. (NYSE: FO, fortunebrands.com), a leading consumer brands company.

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