

FOR IMMEDIATE RELEASE
April 2010

CFG PARTNERS WITH EPA'S WATERSENSE® PROGRAM

North Olmsted, Ohio . . . Cleveland Faucet Group® (CFG), a Moen Incorporated brand, has teamed with the U.S. Environmental Protection Agency's (EPA) WaterSense® program to help the multi-family market save water for future generations and reduce costs associated with utility bills.

WaterSense aims to decrease indoor and outdoor water use through water-efficient products and simple, water-saving practices. The program encourages customers to look for WaterSense-labeled products, which have been independently certified for efficiency and performance, and promotes water-saving techniques that reduce stress on water systems and the environment.

"The goal of EPA's WaterSense program is to help Americans save water and money by offering simple ways to reduce water use through water-efficient product choices," says Sheila Frace, director of the EPA Office of Water's Municipal Support Division. "Using water more efficiently can help delay the need to create more supplies, saving communities money and resources, as well as ensuring that water will be available for future generations."

"CFG is proud to be a WaterSense partner," said Mark Knurek, CFG brand manager. "We look forward to manufacturing and promoting our products that are certified to meet WaterSense criteria to help multi-family property owners save water *and* expenses."

CFG offers four unique collections featuring lavatory faucets certified to meet WaterSense criteria – Capstone®, Cornerstone®, Flagstone® and the new Baystone™. The lavatory faucets in these collections provide a reduced flow rate of 1.5 gallons per minute (gpm), offering a 32 percent water savings from the industry standard 2.2 gpm, without sacrificing performance. They also feature distinctive styling, brass waterways and a ceramic cartridge design, which combats service issues associated with hard water and line debris. Plus, the sleek faucets are easy to install and easy to clean.

In addition, CFG's Water Saving showerhead is among the first to receive certification from the EPA's 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, including Chrome, Brushed Nickel and Old World Bronze, within the Baystone, Capstone and Cornerstone product lines.

Products that are certified to meet WaterSense criteria must meet EPA's criteria for efficiency and performance. Independently tested and certified products may bear the WaterSense label, which makes it easy for consumers to identify and select a variety of quality, water-efficient products and services for their homes and lawns.

For more information about water saving faucets and showerheads from CFG, visit www.cfgonline.com or call 1-888-450-5522.

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About WaterSense

WaterSense, a partnership program sponsored by the U.S. Environmental Protection Agency, seeks to protect the future of our nation's water supply by offering people a simple way to use less water. For more information on WaterSense, and for a full list of labeled products and WaterSense irrigation partners, visit www.epa.gov/watersense.

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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