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KWC AMERICA CREATES THREE NEW 'WORLDS' OF SINKS TO MEET CONSUMER PURCHASING PREFERENCES

NORCROSS, Ga. (April 2008) –In keeping with KWC's international marketing strategy, KWC announces the launch of three new 'worlds' of sinks. Divided into three categories—Architecture, Timeless and Emotion—the innovative sink classifications meet consumer demand for collections that define the workspace.

"Today's consumers are tight on time and seek ways to purchase products that fit their unique lifestyles," says Chris Marshall, president and CEO of KWC AMERICA. "Our three worlds help take the guesswork out of the selection process and allow consumers to browse through product offerings based on their design and functionality partialities."

Defined by three distinctive groups, KWC AMERICA's worlds consist of:

Architecture

This collection highlights unique and artistic design elements encompassed by square sink offerings. Architectural design is embodied by the creative exploitation of mass, space, volume, texture, light, shadow, materials, and technology. This achieves products that are aesthetically appealing, functional, and often times artistic.

The **KWC PURISMO** showcases the ideals of this category with its clean, uncompromising sleek lines. New for 2008, KWC introduces a unique double bowl sink that not only portrays striking design elements, but also includes generous bowl dimensions where large pans and even baking trays are easily cleaned.

Another Architectural sink, the **KWC WATERSTATION** takes center stage featuring ergonomically designed, freely rotating individual functions and accessories concentrated around a centralized point of water delivery. Customizable to the home chef's needs, the **KWC WATERSTATION** enhances and optimizes the entire food preparation process.

Timeless

Enduring quality, ageless appeal and timeless existence, are the foundation for what this 'world' exemplifies. Within this 'world' is the **KWC INTERLAKEN** Collection—comprised of classically styled sinks featuring rounded edges and sophisticated design elements.

Form and function are seamlessly intertwined in the design of the **KWC INTERLAKEN** for a look that withstands the test of time. With a selection of single and double bowl sinks and an assortment of accessories, this series can be customized to the specific needs of the individual homeowner.

Emotion

This 'world' seeks to awaken the senses with its use of sculptural, extraordinary and dynamic product offerings. KWC's collection of Emotion Design Inspirations is home to multi-tasking sinks with all the bells, whistles and high-performance options that home gourmands demand.

These sinks are truly fascinating with unparalleled versatility and stunning design elements. The **KWC PROFI** epitomizes this 'world' with its innovative water-saving dual bowl levels and multitude of stainless steel accessories that convert the sink into the perfect workstation within the smallest possible space, and in no time at all.

For more information about the new KWC AMERICA 'worlds'—Architecture, Timeless and Emotion—or other KWC AMERICA products, call 678.334.2121 or visit www.kwc.us.com.

About KWC

KWC is part of the HANSA group and is currently a leading supplier of luxury kitchen and bath faucets, sinks, shower systems and accessories in North America. For more than 130 years, KWC has defined Swiss Excellence and is proud to be the first faucet manufacturer in Switzerland to receive the ISO 9001 Quality Assurance Certificate.

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