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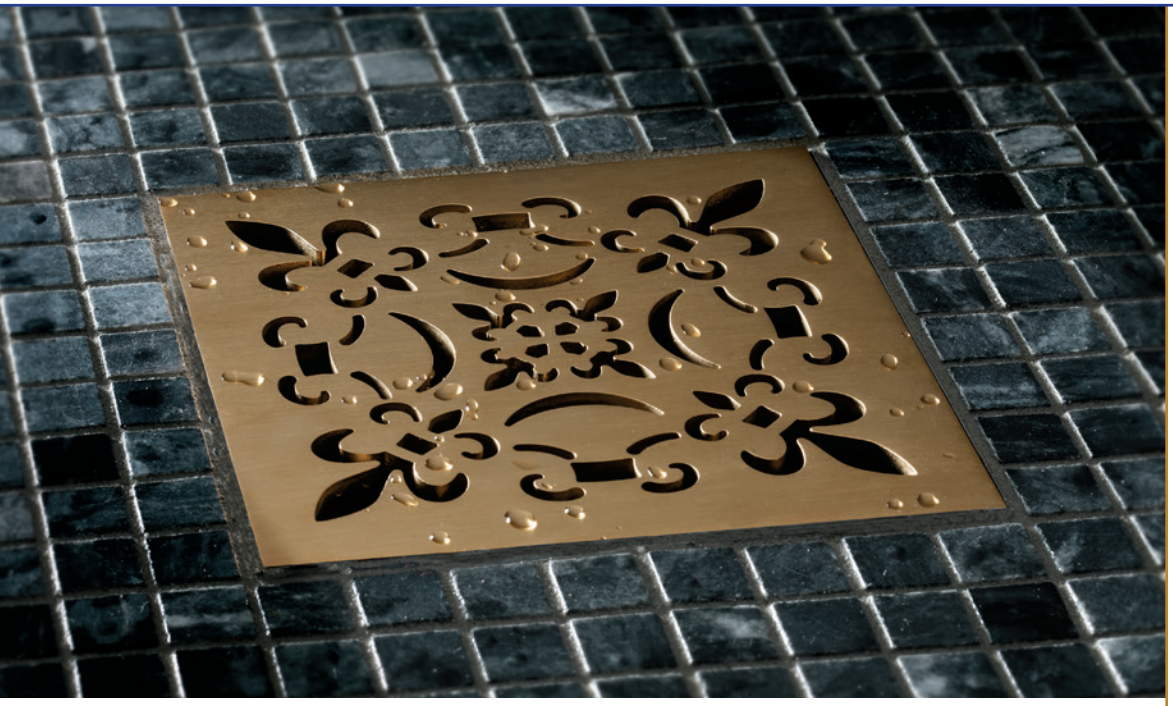
PRESS RELEASE



StyleDrain Fleur in Lifetime Satin Gold (PVD) premium finish

StyleDrain® Fleur Design Makes a Royal Statement in the Shower

California Faucets brings timeless elegance to the bath with its new shower drain in the fleur-de-lis pattern

(Huntington Beach, CA, December 18, 2013) California Faucets introduces StyleDrain® Fleur, the new design from its award-winning StyleDrain series, which features the timeless fleur-de-lis pattern. Literally translated from French to mean, "flower of the lily," the fleur-de-lis pattern has lent a sophisticated look to home décor and architecture for centuries. The stylish new addition to the StyleDrain series revives the fleur-de-lis design to make a distinctive statement on the shower floor in a world dominated by basic, industrial-looking drains.

The centuries-old decorative design has a long history that spans from the earliest human civilizations to European monarchy to modern usage in sports, literature, education, and even video games, to name a few. Rarely, if at all, however, has the classic pattern adorned the shower floor. The enduring design's unique application joins the StyleDrain family of six other distinctive forged brass-finished designs—MISSION, WAVES, DECO LINE, DECO SWIRL, NEO, and CRAFTSMAN—in complementing California Faucets' wide range of products.

Like all California Faucets patented designs, StyleDrain Fleur is available in a selection of over 30 decorative finishes. In addition to its decorative design, the drain provides an extraordinarily fast draining capacity, handling water flow efficiently, even when body sprays, rain bars, and multiple showerheads are used simultaneously.

List pricing for the StyleDrain Fleur decorative grid ranges from $175 to $280 in Polished Chrome, to $280 for a premium finish, such as English Brass, or Black Nickel. The StyleDrain drain body is priced separately.

About California Faucets

Founded in 1988, California Faucets has established itself as an industry leader through its elegant, superior quality decorative fittings. The Made in CA-recognized company has since grown a reputation for innovation. Within the shower system category, its groundbreaking StyleTherm® thermostatic shower has brought affordable thermostatic technology to the mainstream consumer. StyleDrain®, the industry's first decorative shower drain, and the international award winning CeraLine® linear shower drain have revolutionized the shower drain category. Offering the ultimate in flexibility, Custom Faucetry®, continues to grow with dozens of designs and decorative finishes that mix and match. Thousands of custom designs are made possible through the company's user-friendly online tool, the Virtual Faucets Creator®. For more information about California Faucets, call 1-800-822-8855 or click www.californiafaucets.com

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