

FOR IMMEDIATE RELEASE

Date: 8/25/05

Contact: Chris Kuran

Phone: (951) 304-0520

BEFORE

Waterstone Launches innovative New Products

(MURRIETA, CA USA) Waterstone continues to lead the way in high end decorative kitchen faucets with their innovative new product line. Waterstone specializes in taking industrial concepts and re-designing them for use in the residential kitchen.

All Waterstone products are U.S. manufactured, and are designed in the U.S. to meet the toughest water quality industry standards, while satisfying the toughest customer design standards. Waterstone high end faucets were created to work with any water quality filtration system on the market.

There are 28 standard finishes, and because Waterstone manufactures and designs all of its own products, customization is ALWAYS available. Chris Kuran, president of Waterstone says "We are a customer oriented manufacturer, if you don't see it, ask."

The new products at Waterstone are so revolutionary to the industry that they have applied for several patents. The flagship of the line is "The Gantry" Which combines traditional industrial functionality with hi-end good looks. The Gantry features a continuous force spring cartridge that allows the arm, spray, and hose to pivot up and down while swiveling 360 degrees to reach anywhere in your sink. It also features a solid, single handle control Hot & Cold Ceramic Cartridge with an adjustable Teflon ring for ultra smooth action. But the most innovative of the design functions of the Gantry would have to be the on demand sprayer, triggered by Waterstone's own unique internal diverter valve with hydraulic valve assist that virtually guarantees a fully diverted spray with no leakage. The Gantry is available in all Waterstone finishes.

"The Towson" features traditional styling with a twist. It's articulating, long reach arm is available in 12 1/2" and 18" lengths and extends and swings to handle larger single, double, and triple sink installations. It also features a single handle control Hot & Cold Ceramic Cartridge with an adjustable Teflon friction ring for the smoothest action. All Towson faucets come standard with the innovative internal diverter valve, making them ready for an optional fully diverted side spray. The Towson is available in all Waterstone finishes, to better match your home's décor.

Another useful re-design of the commercial faucet for the residential home, is the "Towson Potfiller" Offered in 15 decorator finishes, it combines function with looks from its 1/4 turn ceramic valve, to its 22" arm reach. A Check valve in the downspout prevents water run-on and solid quad deals on the pivot joints also prevent leaks.

Both the "Gantry", and the "Towson" come with stainless steel flexible hose connectors, Quick Snug and lock attaching hardware for easier installations, and of course all faucets come with Waterstone's Lifetime Functional Warranty.

For information on Waterstone's complete line of products, contact Waterstone Directly at: 888.304.0660, or visit them on the web at www.waterstoneco.com

FOR IMMEDIATE RELEASE

Date: 8/25/05
Contact: Chris Kuran
Phone: (951) 304-0520

AFTER

**Waterstone Announces Eagerly Awaited Kitchen Line
"Revolutionizing the Art of Water Delivery"**

MURRIETA, California (August 25, 2005) – Groundbreaking innovations are rare in the faucet industry these days. Most new products are simply aesthetic updates of previous designs. Not so with the revolutionary new Gantry™ kitchen faucet from Waterstone, for which no fewer than 4 U.S. Patents are currently pending.

Waterstone is a leader in high-end decorative faucets, combining rugged commercial-quality hardware with elegant, distinctive styling to satisfy the needs of the most discerning homeowner. The Gantry™ was recently launched as the flagship of Waterstone's new kitchen line, and its bold look and innovative utility set it apart from other kitchen faucets at a single glance. "This is one of the most unique things I've seen in 26 years in the business," said David Holte of Johnson Industries, a distributor of faucets and purification devices in the Pacific Northwest. "The Gantry™ is definitely the hottest thing on the faucet market right now."

Perhaps the most unique thing about the Gantry™ is its swiveling 360° articulating arm mounted sprayer that can reach every corner of the sink. A continuous-force spring cartridge allows the articulating arm to easily pivot up and down while rotating in a full circle, which smoothly returns to its home position after use. The sprayer is triggered by Waterstone's proprietary internal diverter valve with hydraulic assist that virtually guarantees a fully diverted spray with no leakage. And the Gantry™ is available in 28 traditional and contemporary finishes to match most any décor.

- Revolutionizing the Art of Water Delivery, continued -

Waterstone rounds out its new kitchen line with matching specialty faucets and accessories. The Towson™ kitchen faucet features traditional styling with a twist. It's articulating long-reach arm is available in lengths to 18 inches for handling large single, double, and triple sink installations. As its name implies, the Towson™ Potfiller delivers water to pots on the stove up to 22 inches away from the wall or deck mount. In addition to these innovative faucet designs, Waterstone also provides a wide variety of elegant drinking water faucets, bar faucets, side sprays, and dishwasher air gaps, all in matching styles and finishes. Lotion dispensers and disposal switches are coming soon.

"One of the things that sets Waterstone apart from other high-end faucet manufacturers is our ability to customize faucets to meet individual needs. In other words, if you'd like us to make a special faucet just for you, all you have to do is ask," said Waterstone President Chris Kuran. "We can do this because we engineer and manufacture every faucet in-house, which also enables us to vigorously control the quality every step of the way."

For more information on Waterstone's complete line of superbly crafted and elegantly finished faucets, call (888) 304-0660, or visit them online at www.waterstoneco.com.

#

Steve Mortensen

From: Chris Kuran [chris@waterstoneco.com]
Sent: Thursday, August 25, 2005 9:18 PM
To: 'Steve Mortensen'
Cc: Judy@rkrmedia.com
Subject: RE: Press Release

Steve.....WOW! Right on target. Thats exactly what we needed to say, and you really made it pop! Nice Job...no changes. Lets get it to our Canadian magazine publisher as soon as possible.

I can hardly wait till next Tuesday,

WATERSTONE, LLC

Chris Kuran

President