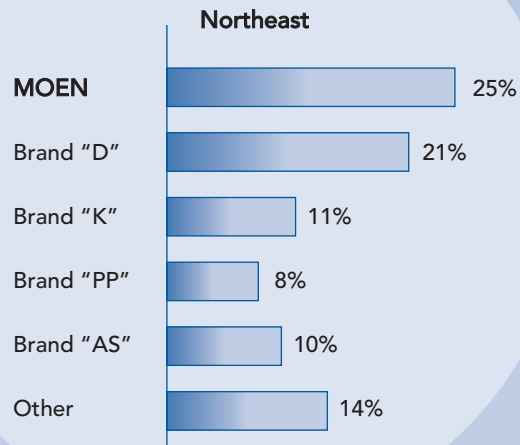




Imagine knowing
your customer's
choice from the start –
the brand
they actually
buy is...

MOEN

Unit Brand Share*



Here in the Northeast, consumers buy Moen faucets more than any other brand of Kitchen, Bath and Shower faucets. Not Kohler, not Price Pfister, not even Delta can compete with Moen as the brand consumers actually purchase. With good reason... Moen offers the styles they want. And our uncompromising commitment to quality and innovation means Moen faucets will deliver long-lasting beauty and performance.

*Source: ICR Research Group – Consumer Faucet Brand Awareness Tracking Study (January 2003), Unit Brand Share among consumers of ages 25–34 with Household Income of \$50,000+, shopping in Retail and Wholesale channels.