

CASSIDY™ KITCHEN COLLECTION

Delta Faucet combines modern technology with classical design in the kitchen

TORONTO, ON (AUGUST 2012) – Delta Faucet

merges timeless elegance with modern functionality through the introduction of the Cassidy™ collection, a new suite of faucets and accessories for the kitchen. Inspired by the classic shape of the female silhouette, this kitchen suite complements the Cassidy bath collection, giving homeowners the option to accessorize their entire home with coordinating faucets and accessories. Complete with the Delta® brand's proprietary Touch₂O® Technology, the Cassidy collection offers unexpected convenience in a classic form.



“Combining the best of both worlds, the Cassidy collection offers the latest kitchen technology from the Delta brand to help simplify everything that’s done near the sink, making it perfect for the modern homeowner who doesn’t want to sacrifice style for convenience,” said Anita Griffin, Canadian director of marketing communications at Delta Faucet. “Whether building a new home or remodeling an existing space, the clean lines and elegant design details of the Cassidy collection help bring out the classic style of any kitchen.”

About the Cassidy™ Kitchen Collection:

- Full Range of Products
 - With a full range of products, including pull-down kitchen and bar and prep models, a two-handle deck mount kitchen and a single-handle, single-hole bar faucet, the Cassidy kitchen collection offers a variety of options to meet almost any configuration.

- Touch₂O® Technology
 - Once the handle is turned to an on position, Touch₂O Technology makes it possible to turn on and off the faucet with just a touch, making kitchen tasks easy during food prep and clean up.

- A simple tap anywhere on the spout or handle turns the faucet on and off. When hands are messy, start the flow of water with a forearm or wrist, helping reduce the spread of dirt and messes.
- The Touch₂O feature makes it easier to turn off the water flow when not needed between tasks, helping save water.
- MagnaTite[®] docking
 - MagnaTite docking keeps the pull-down spray wand firmly in place when not in use. The pull-down spray wand comes free with a gentle tug for total flexibility. The hose extends and retracts without friction points, fed by gravity. As the wand is raised for docking, the powerful, integrated magnet embedded in the spout pulls the wand precisely into place. MagnaTite docking intuitively engages the spray head to its docked position with a powerful magnet, helping to keep the faucet and kitchen looking neat and orderly.
- Free-Moving Hose Weight
 - A free-moving hose weight ensures smooth docking of the wand so that even when the hose is extended to its full reach, it will easily slide back into place.
- DIAMOND[™] Seal Technology
 - The Cassidy collection comes complete with DIAMOND Seal Technology, which combines a durable DIAMOND[™] Valve with InnoFlex[®] PEX waterways. The valve requires no lubrication, eliminates wear on seals, and ensures “like new” operation for the life of the faucet, lasting up to 10 times the industry standard.* The InnoFlex waterways eliminate potential leak points and are less hassle to install.



* Standard based on ASME 112.18.1 of 500,000 cycles.

- With DIAMOND Seal Technology, water does not come in contact with metal surfaces once inside the faucet, meeting all current and upcoming provincial and federal lead free legislation.
- Touch-Clean® Technology
 - Touch-Clean soft rubber spray holes allow users to easily wipe away calcium and lime build-up from the spray face of the pull-down wand with the touch of a finger.
- Integrated valve and coordinating soap dispenser
 - An integrated valve allows for single-hole installations, making it an ideal choice for granite countertops.
 - A coordinating soap dispenser, available to order separately, offers homeowners the flexibility to easily select the right look to fit the sink.
- Variety of Colourful Finishes
 - The Cassidy collection is offered in a variety of finishes, including chrome, Arctic® Stainless, Champagne Bronze™ and Venetian Bronze®, to coordinate with any kitchen décor.
- Availability
 - The Cassidy collection will be available in late Fall 2012.

For more information on Delta, visit deltafaucet.ca or call toll-free at 1-800-345-DELTA(3358).

About Delta

The signature brand from Delta Faucet Company, for style, selection and innovation, Delta faucets are the leading choice of North America's builders and homeowners. Delta residential faucets combine award-winning designs and consumer-preferred features with uncompromising quality.

Delta delivers exceptionally well-made, stylish faucets and related kitchen and bath accessories that are beautiful both inside and out. This market-leading product line features a unique combination of stylish looks and excellent quality, and is available in a wide variety of finishes. A worldwide leader in faucets and related accessories, Delta sells products in more than 53 countries.

About Masco Canada Limited

Masco Canada Ltd. is the Canadian plumbing division of Masco Corporation and represents numerous brands including: Delta, BrassCraft, Brizo, Delta Commercial, Hansgrohe, Motiv, Master Plumber, PlumbShop and Waltec. Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family. Masco delivers exceptionally crafted, stylish products including, faucets, kitchen and bath cabinets, architectural coatings (paints and stains), bath and shower units, spas and hot tubs, showering and plumbing specialties, windows, electronic locksets and other hardware.

– 30 –

For more information and images, please contact:

Beth Daniher at Cohn & Wolfe

beth.daniher@cohnwolfe.ca

416-924-5700 X 4070

Farah Ng at Masco Canada

fyng@mascocanada.com

905-712-3030 X 249