

California Faucets Introduces StyleTherm™

Groundbreaking new thermostatic shower system
opens door to luxury for all consumers

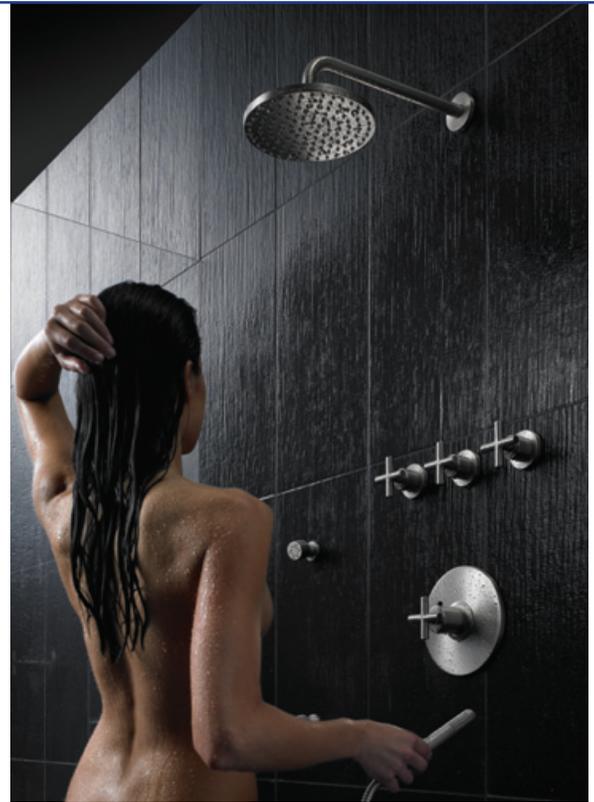
(Huntington Beach, CA, March 24, 2010) California Faucets has brought a world previously enjoyed only by those who can afford luxury into the average household with the introduction of its new StyleTherm thermostatic shower system. StyleTherm delivers superior technology, high flow rate, independent volume control, and ultimate safety.

Currently, pressure balance shower systems are the standard, due to their more affordable price point. But with the introduction of StyleTherm, advanced thermostatic technology is now available at pressure balance pricing. Creative engineering and years of development are behind StyleTherm's breakthrough technology, according to Jeff Silverstein, president and CEO of California Faucets, who explains that StyleTherm will effectively make pressure balance systems obsolete. "Until now, thermostatic showers have been limited to the luxury market due to their high cost," says Silverstein, noting that StyleTherm makes thermostatic showers affordable for every bath in the house. "Why buy pressure balance when you can get thermostatic technology at the same price," asks Silverstein. "With StyleTherm, it's like getting an iPod® for the price of an audio cassette player. It's no contest."

StyleTherm boasts a lengthy list of features that are absent from pressure balance systems. Besides the ability to dial in exact temperatures, StyleTherm requires no diverter valve to toggle between shower applications, such as showerhead to handheld shower. Each shower application is operated via its own volume control, allowing for flexibility to use each application independently or in concert with one another. The system includes anti-scald temperature protection with a safety temperature override button, a feature especially comforting to parents of young children, and the elderly. Moreover, a higher water flow rate satisfies even the most challenging design requirements, and can easily supply a variety of shower options, including rain showerheads, body sprays, handheld showers, tub spouts, and a myriad of other applications.

StyleTherm's design offers complete flexibility to match all California Faucets styles, whether contemporary, traditional, or transitional. Select from numerous handle options and finishes to complement any bath décor. Faceplates are available in three decorative styles—*Traditional Round*, *Contemporary Round*, and *Transitional Square*—with no visible screws, for a clean, elegant appearance. Additional aesthetic features include an engraved brass temperature indicator ring and a design-friendly black temperature override button.

List price for the StyleTherm single volume control shower set starts at \$525 in Polished Chrome and includes valve and trim (handle, faceplate, and showerhead). The StyleTherm tub/shower set with dual integral volume controls includes the above plus a matching tub spout, and starts at \$749 in Polished Chrome. A yet higher volume StyleTherm valve starts at \$599 in Polished Chrome and can be teamed with separate volume controls to allow customization that includes multiple applications. Configuration possibilities range from a single, simple showerhead to a complex master bath installation involving rain showerheads, body sprays, handheld showers, and more.



About California Faucets

California Faucets has been providing its customers with the very best customer service and delivery of the finest selection of decorative fittings in the industry since 1988. With over 25 styles and more than 34 decorative finishes, California Faucets' Custom Faucetry® allows you to combine any spout with any handle in any finish. Design choices now exceed two million, and offerings range from traditional and transitional to contemporary and art deco. And with the Virtual Faucet Creator® www.calfaucets.com/virtual/, a revolutionary new online tool by California Faucets, you can create thousands of designs with just a few clicks of the mouse.

As part of Custom Faucetry®, California Faucets offers Thermostatic Shower Systems, Tub and Shower Sets, Trim, and Bathroom Accessories. California Faucets' products are sold at prominent decorative hardware and plumbing showrooms and at select kitchen and bath dealers nationwide. For more information, call 1-800-822-8855 or visit www.calfaucets.com

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