

LUXEHOME

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DREAM₂O™ Showroom featuring Delta® and Brizo® Brands NOW OPEN AT LUXEHOME

Be Inspired by the Latest in Kitchen and Bath Faucets, Showers

Chicago (May 10, 2011) –The DREAM₂O™ showroom, a new venture from Delta Faucet Company, a wholly-owned subsidiary of Masco Corporation, opened in Suite 127 at LuxeHome this month. This 3,000 square foot, cutting-edge, flagship showroom located on the first floor of The Merchandise Mart features the finest kitchen and bath faucets, shower products, and accessories from the Delta® and Brizo® brands. Combining excellent design and smart solutions, Delta faucets incorporate thoughtful features that anticipate peoples' needs and delight users. Brizo brand faucets and accessories combine distinctive design and inventive technologies for faucets and fixtures that make a fashion statement in the home.

The DREAM₂O showroom is an open and interactive kitchen and bath showroom with more than 90 fully functioning displays and product showcases. The high-tech space includes a touch screen wall that interfaces with tablet computers, all of which offer photos, product details, 360-degree product renderings, videos, and technology overviews, to educate customers throughout the shopping experience.

“We are thrilled to welcome the DREAM₂O showroom to LuxeHome,” said Katherine Flaherty, MMPI’s vice president of building products and special projects. “You’ll be inspired by the technology, special water features, and working product displays from Delta and Brizo, the finest faucet brands in the world.”

Special Showroom Features Include:

- 9' x 3' interactive touch wall accommodates up to three users at a time and features a complete photo library with the ability to scale and rotate images, product details, including the ability to modify the finish on-screen, 360-degree product renderings, videos, and technology overviews
- Showroom-exclusive iPad® application, which contains in-depth product catalogs for both Delta and Brizo products, images, and more for portable information
- A shower wall featuring Delta Faucet Company’s exclusive H₂Okinetic Technology® employs a strobe light demonstration to show how the technology creates larger water droplets and a denser spray pattern to offer a sensational shower experience while also conserving water
- Learning center for meetings and hands-on training and instruction
- The use of sustainable materials throughout the space includes bamboo floors, porcelain tile, recycled carpet and even the mannequin arms in the window display
- The DREAM₂O showroom will feature a rotating front window display to maintain a fresh look

“The DREAM₂O showroom is Delta Faucet Company’s first showroom,” said Susan Fisher, vice president of marketing for Delta Faucet Company. “It was imperative that the space showcase our brands’ unique innovations and designs, while also providing a memorable experience for our customers. Our hope is that the showroom makes it easy for designers and architects to ‘play’ and find unique and creative solutions for their clients.”

LuxeHome boasts more than 115,000 square feet and includes 30 boutiques that feature the finest kitchen, bath, and building products from the most recognized and respected manufacturers worldwide. According to Flaherty, “LuxeHome has been experiencing some very exciting growth recently with three new showroom openings, including DREAM₂O, Sub-Zero, and Wolf and Bentwood of Chicago, as well as the Keeler showroom in the Design Resource Center. Our goal is to offer our customers the best and widest variety of products all in one place.”

For more information, please visit luxehome.com or dream2oshowroom.com.

ABOUT DELTA FAUCET COMPANY

Delta Faucet Company is one of the largest U.S. manufacturers of residential and commercial faucets. The company manufactures the Delta[®], Brizo[®] and Peerless[®] faucet brands.

The flagship Delta brand develops stylish and innovative products that add functionality and help consumers find a smarter way to work with water. Brizo, a premium, fashion faucet brand, meets the demand for aesthetics and performance with a collection of distinctively designed faucets that create a fashion statement in the home, while the Peerless brand offers affordable faucets with proven design in a range of styles and finishes for both consumers and trade professionals alike.

Delta Faucet Company places a high priority on products that address today’s environmental concerns, such as accessibility to water, water conservation and water quality. To that end, Delta Faucet invests in internal processes and systems that provide innovative solutions and ensure exceptional customer satisfaction. As a manufacturer partner of WaterSense[®], a program of the U.S. Environmental Protection Agency (EPA), Delta Faucet Company is committed to working with the EPA to actively protect the future of our nation’s water supply. The Company also practices improved manufacturing processes to reduce its ecological footprint.

Masco Corporation (NYSE: MAS), is one of the world’s largest manufacturers of brand-name consumer products for the home and family, including Behr[®] paint, Delta and Hansgrohe[®] faucets, bath and shower fixtures, KraftMaid[®] and Merillat[®] cabinets, Milgard[®] windows and doors and Verve[™] lighting systems. Masco is also a leading provider of services that include the installation of insulation and other building products through Masco Contractor Services and Masco Home Services. Visit www.masco.com for more information on the Masco family of brands.

ABOUT LUXEHOME[™]

LuxeHome boasts more than 100,000 square feet of space with 30 boutiques that feature the finest kitchen and bath products for luxury home building and renovation from the most recognized and respected manufacturers worldwide. Open to the public, as well as interior designers, architects and custom builders, LuxeHome displays the widest selection of products to fit all lifestyles, from modern European to classic American to traditional English. In addition to the extensive lineup of manufacturers, each boutique offers knowledgeable designers who are available to assist with all phases of each design project. LuxeHome’s boutiques are open for shopping Monday through Saturday.

For more details, please visit www.merchandisemart.com or call 800.677.MART (6278).

MMPI is the world’s leading owner and operator of showroom buildings and trade show facilities, bringing buyers and sellers together in more than 300 market events, trade and consumer shows and conferences each year.

MMPI manages The Merchandise Mart and 350 W. Mart Center in Chicago; the Architects & Designers Building and 7 W New York in New York; the Boston Design Center in Boston; the L.A. Mart in Los Angeles; and the Washington Design Center and Federal Center Southwest in Washington D.C.

Vornado Realty Trust, owner of MMPI, based in New York City, is a fully integrated real estate investment trust. Vornado’s common shares are listed on the New York Stock Exchange and are traded under the symbol VNO.

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