



The TOPANGA in Polished Nickel customized with HUMBOLDT handles and Mocha Bronze (PVD) finish



JALAMA in Satin Nickel customized with Matte Black finish and PALOS VERDES cross handles

High-End Luxury in Spite of Down Economy

California Faucets Custom Faucetry® offers customizable and affordable designs that keep the dream alive

(Huntington Beach, CA, March 24, 2009) Extravagant spending is a thing of the past for most until the economy recovers. But affordable luxury is still alive and well in Custom Faucetry® by California Faucets. These high-quality, solid-brass-constructed custom faucets are meticulously built by hand and made to order, not mass-produced.

Custom has always spelled luxury. But traditionally, something is lost in the translation when trying to connect custom with “value.” California Faucets’ Custom Faucetry® spells value in capital letters. The extraordinary value lies in the fact that you create your custom faucet according to your vision for the same price as many mass-produced faucets. And making this easy is California Faucets’ revolutionary new online tool, the Virtual Faucet Creator®.

The Virtual Faucet Creator® allows you to design your ideal custom faucet online and email or print it out. You can share it electronically or take the printout to a California Faucets select dealer showroom for purchasing. A picture is worth a thousand words!

While we all look forward to better times ahead, a bit of luxury in our bath surroundings goes far in taking the sting out. Custom Faucetry® includes over 25 styles and 30 quality decorative finishes that you can mix and match with the Virtual Faucet Creator® to create thousands of spout, handle, and finish combinations until you realize your vision. Whether your style is classic, contemporary or something in between, California Faucets Custom Faucetry® has luxurious options that keep you fiscally responsible.

Visit <http://www.calfaucets.com/virtual/> to create your dream faucet.

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 30 decorative finishes, California Faucets’ Custom Faucetry® allows you to combine any spout with any handle in any finish. And with the Virtual Faucet Creator®, a revolutionary new online tool by California Faucets, you can create thousands of designs with just a few clicks of the mouse. Visit the Virtual Faucet Creator® at <http://www.calfaucets.com/virtual/>

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 log on to www.calfaucets.com

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