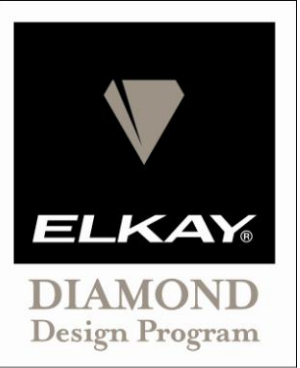


WHY THE ELKAY® SPIFF PROGRAM?

Because Elkay understands that the best way to predict your future is to create it. In 2009, we will reward you when you sell today's hottest Elkay sinks + faucets. The "year-long" list of products earn you dividends every quarter in 2009, and the "quarterly bonus" list of additional products create even more income opportunities. It's easy. ***Sell, apply, earn, spend.***



Eligibility

All sales consultants on staff at authorized Elkay Diamond Design Showrooms can enroll for a password-protected spiff account at www.elkaydd.com, and immediately begin earning spiff incentives for both year-long and quarterly bonus product sales.

How to sign-up

Register at elkaydd.com for your online spiff account. A W-9 form is required for all participants. If you move or your name changes, update your account information 24/7, online.

How to submit claims

The claim form for both year-long and quarterly bonus products is found online at elkaydd.com; attach the required paperwork per sale, and scan/email, fax or mail USPS to the address/number on the form.

How to view + track your claims' status

Log-on to your personal account at elkaydd.com and select "Rewards Summary – 2009." Please allow for claim processing and check distribution time.

Claims payment + delivery

Approved claims are processed on a two-week cycle. Checks for approved claims are sent via 1st class mail; UPS delivery is available for \$5 per check.

Questions + answers

There is detailed information about the qualifying products for both the year-long and the quarterly bonus spiff sinks, faucets and accessories, as well as a robust FAQ online at elkaydd.com; however, should you have additional questions, please write to the spiff administrator at admin@elkaydd.com.

Quarterly bonus products

Each quarter, Elkay updates the products that qualify for bonus spiff dollars. Be sure to read the electronic notifications that are sent to your enrollment email address which announce new quarterly information, forthcoming quarterly closings, and more.

Life change updates

If you move, experience a name change, or if you leave one Elkay Diamond Design showroom and become employed at another, simply log-on to your existing elkaydd.com spiff account to update this information. Remember, elkaydd.com is available 24/7, online.