



Hansgrohe® Opens Saudi Showroom

Masco Company Expands its Presence in Middle East and North Africa

Taylor, Mich. (June 23, 2011) - Hansgrohe®, a Masco company, has opened a showroom in Jeddah, Saudi Arabia. The 37,000-square-foot Alshaya Home Store, which opened in May, gives customers full access to Hansgrohe showers, mixers and shower systems through its local partner, Alshaya Trading Company, and displays Hansgrohe products as well as other select high-end home furnishing brands.

"This shows our commitment to the Middle East region and dedication to strengthen our position in the Saudi Arabian markets. It also perfectly reflects our drive for performance and search for the right partners. With the Alshaya Group, we have found an ideal partner," said Siegfried Gänßlen, chief executive officer of Hansgrohe AG.

Julian Henco, sales director for emerging markets and Asia at Hansgrohe, explains that the cooperation with Alshaya Group is a logical step to move forward with the Middle East and North Africa (MENA) regional expansion. According to Henco, Hansgrohe AG has a solid track record and an established reputation in Saudi Arabia and the entire Middle East region with projects such as the Clock Tower in Mecca, the Burj Khalifa in Dubai, the Emirates Palace in Abu Dhabi, and the Marina Towers in Beirut.

"We have gained new business even during the crisis, including Masdar City and the new Formula 1 track in Abu Dhabi," said Henco. "Now we are shifting gears and engaging with our customers and partners more directly. Alshaya is a top player in Saudi Arabia and provides us with a strong platform for growth."

For more information, visit www.hansgrohe.com.

About Masco Corporation

Masco Corporation is one of the world's largest manufacturers of brand-name consumer products for the home and family, including Behr® paint, BrassCraft® water supply products, Delta® and Hansgrohe® faucets, bath and shower fixtures, KraftMaid®, Merillat® and Quality™ cabinets and Milgard® windows and doors. 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. For more information on the Masco family of brands, visit www.masco.com.

About Hansgrohe

During its 110-year history, the company Hansgrohe (www.hansgrohe.com), with headquarters in Schiltach in the Black Forest, has acquired a reputation in the sanitation sector as one of the innovative leaders in technology and design. With its mixers, showers and shower systems, Hansgrohe creates the original products that make the bathroom more functional, more comfortable and more beautiful. It is no coincidence that they can be found in prominent prestige projects such as on the giant cruiser "Queen Mary II", in Terminal 5 of Heathrow Airport in London, in the tallest man-made structure ever built, the Burj Khalifa in Dubai, as well as at the Chancellor's office in Berlin, in the Yoo luxury apartments in New York or at the Masdar City Institute of Science and Technology in Abu Dhabi. In 2009, the company generated sales of about EUR 610 million with its Axor, Hansgrohe, Pharo and Pontos brands (2008: EUR 668 million). The Hansgrohe Group currently has a global workforce of about 3,100 employees, with about two-thirds of them working in Germany. The company, which takes tough action against product piracy and intellectual property theft, manufactures its products in six German plants, in France, the Netherlands, in the U.S. and in China.

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