

FOR IMMEDIATE RELEASE:

Newport Brass at KBIS 2011

Santa Ana, CA – May 2011 – The National Kitchen & Bath Association's (NKBA) **2011 Kitchen & Bath Industry Show (KBIS)** took place in Las Vegas from April 26-28, 2011. KBIS is the industry's largest international trade event and Newport Brass was excited to be part of this important gathering of industry professionals.

In a departure from the usual "booth," Newport Brass organized an event on Wednesday afternoon in a private room at the Las Vegas Convention Center. The event mixed fun cocktail chat with discussions about Newport Brass' direction for the future.

Over 200 people attended the event including distributors, designers, product reps, and members of the media. Each person viewed future designs for Newport Brass faucets and were then invited to share their thoughts and insights as a means of creating the best possible new products. Newport Brass has found great success in this type of preview – from which some key design elements have been born.

The new designs were met with great enthusiasm. It is Newport Brass' intention to continue to debut new and innovative products that provide greater choice to kitchen and bath designers and interior designers.

Throughout the day, Newport Brass hosted several media outlets including editors from *Better Homes & Gardens*, *Luxe Magazine*, *Kitchen & Bath Ideas*, *Green Builder*, *Contractor Magazine*, *Kitchens.com*, *iBath.com*, and *The House Designer* – as well as the Home Talk USA Radio program.

For additional information regarding exciting new products, please call 949.417.5207 or visit www.newportbrass.com.

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