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KraftMaid[®] Cabinetry Recognized as a Leader in Customer Satisfaction by J.D. Power and Associates

KraftMaid Authorized Dealers' Attention to Customer Service Helps Company Earn Top Honors

ANN ARBOR, Mich. (July 19, 2011)—Michigan-based KraftMaid Cabinetry, a leader in the semi-custom cabinetry industry, was awarded highest honors in kitchen cabinet customer satisfaction by J.D. Power and Associates' 2011 North American Kitchen Cabinet Satisfaction Study^{SM*}.

KITCHEN VIEWS at **NATIONAL LUMBER LOCATIONS ACROSS NEW ENGLAND** is proud to offer KraftMaid Cabinetry. "Quality has always been a priority for us, and that's why we offer KraftMaid products to our customers," said **BRANDY SOUZA**.



The 2011 North American Kitchen Cabinet Satisfaction Study measures customer satisfaction among homeowners who purchased kitchen cabinetry in the previous 12 months. The study is based on responses from over 1,200 respondents and was fielded over the course of March and April 2011. Overall customer experience was evaluated by five categories: ordering and delivery; operational performance; design features; price; and warranty. KraftMaid Cabinetry led the competitive field in the study, ranking highest in three of the five categories: ordering and delivery; operational performance; and design features.

"We are honored to receive this distinction and be recognized as a leader in customer satisfaction by homeowners across the United States," said Mark Ayers, vice president of marketing for KraftMaid. "And we are grateful for our teams of artisans, designers, engineers and customer service specialists who have made customer satisfaction their top priority. It is their dedication to building long-lasting, quality cabinetry that has made this award possible."

This year, KraftMaid Cabinetry launched its largest product collection to date. With more than 30 cabinet doors, and more than 24 finishes and 100 hardwood choices, there are thousands of ways homeowners can create a cabinetry style that matches their own lifestyle. In the 2011 collection, complete with the KraftMaid limited lifetime warranty**, cabinets are available in maple, oak, cherry, birch and hickory.

The new, elegant finish options include a range of painted options, like a sophisticated Sage finish, a classic Cardinal finish and a collection of vintage Patina finishes, while the newest hardware collection introduces 12 options ranging from classic to contemporary in finishes like Polished Nickel, Antique Pewter with Copper and Dark Brushed Bronze.

For more information about **KITCHEN VIEWS** and KraftMaid Cabinetry, visit **KITCHENVIEWS.COM** or call **1-508-DESIGNS (337-4467)**.

About KraftMaid

KraftMaid Cabinetry leads the semi-custom cabinetry industry with innovative product design, a robust collection of more than 100 trend-on door styles and more than 45 furniture-quality finishes. Based in Ann Arbor, Mich., and manufactured by Masco Cabinetry, KraftMaid® cabinetry is backed by a limited lifetime warranty. For more information, visit www.kraftmaid.com.

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***Name of Study:** J.D. Power and Associates 2011 U.S. Kitchen Cabinet Satisfaction StudySM

Claim Awarded to: KraftMaid Cabinetry

Claim: "Highest in Customer Satisfaction with Cabinets"

Disclaimer: KraftMaid Cabinetry received the highest numerical score among cabinetry brands in the proprietary J.D. Power and Associates 2011 U.S. Kitchen Cabinet Satisfaction StudySM. Study based on 1,207 consumer responses measuring 7 companies and measures opinions of consumers who purchased kitchen cabinets within the previous 12 months. Proprietary study results are based on experiences and perceptions of consumers surveyed in March and April 2011. Your experiences may vary. Visit jdpower.com.

J.D. Power and the J.D. Power award are the marks of J.D. Power and Associates.

****Masco Cabinetry LLC extends a Limited Lifetime Warranty on its KraftMaid® Cabinetry for as long as you reside in your home. For details, click here.**