



NEWS: For Immediate Release

For more information contact:

Lenora Campos, Ph.D.

917.237.0665 x104

lcampos@totousa.com

TOTO Announces Strategic Partnership with Crossville, Inc., to Repurpose Pre-Consumer Fired China and Filtrate Waste

Company Further Expands Sustainability Initiatives at Morrow Manufacturing Facility

(Morrow, GA) June 13, 2011 — TOTO, the recognized global leader in sustainable manufacturing and green business practices, today announced that it has expanded its best-in-class sustainability initiatives at its world-class manufacturing facility in Morrow, GA. The company has formed a cross-industrial strategic partnership with Crossville, Inc., manufacturers of premium Porcelain Stone® tile, which has developed proprietary systems for processing pre-consumer sanitary ware, fired tile, and filtrate waste back to powder that is used in the manufacture of new tile. Crossville will introduce its new EcoCycle Recycling Processes™ at NEOCON, where both companies will display (Booths 8-9090A and 8-8110, respectively) in Chicago, June 13-15, 2011

“There’s no ‘silver bullet’ when it comes to reducing a facility’s carbon footprint,” said Bill Strang, Senior Vice President, Operations. “However, ‘silver buckshot’ proves a practical conceptual model. That is, numerous incremental projects and processes combine synergistically to significantly reduce a company’s environmental impact. At TOTO, we are eliminating the term “waste” from our corporate vocabulary through a series of strategic initiatives that reduce, recycle, reuse, repurpose, and re-buy the environmental resources that we utilize in the manufacture of our water- and energy saving premium plumbing products. We have nearly attained carbon- and water-neutral status at our five North American plants.”

TOTO has received numerous awards and recognitions for its leadership in conservation and environmental sustainability. The company is the only plumbing manufacturer honored with the EPA’s prestigious Water Efficiency Leader award for its sustained efforts to promote a water efficiency ethic through outstanding leadership and innovation in water-efficient product development, sustainable manufacturing processes, and water conservation advocacy. Former Georgia Governor Sonny Perdue honored TOTO with the “Conserve Georgia ‘Water Conservation Award’” for leading the way in sustainable water use by developing high-efficiency plumbing fixtures, ensuring the highest levels of efficiency in its Morrow manufacturing plant, and educating employees, the community, and fellow businesses on the importance of water conservation and how to achieve it. Recently, the Upper Chattahoochee Riverkeepers’ honored TOTO as a “Best in Class Business,” lauding the company for its leadership in raising the environment efficiency bar throughout the state by developing popular and affordable high-efficiency plumbing products; partnering with other businesses, including the United Parcel Service, Hartsfield-Jackson Atlanta International Airport, and Grand Hyatt Atlanta in Buckhead, to generate significant water and energy savings; and developing green business practices that reflect a deep commitment to conservation and sustainability.

-- more --



About Crossville:

Now celebrating its 25th anniversary, Crossville, Inc. manufactures award-winning Porcelain Stone® and Design Solutions™ tile, and Natural Stone Collections for both residential and contract applications. Crossville® will “Elevate Your Space” by product, style and service innovation – now and in the future. Specifiers and owners can trust Crossville to perform. For more information, contact Laurie Lyza at 931.456.3940 or www.crossvilleinc.com/green.

About TOTO:

TOTO is the largest plumbing manufacturer in the world with \$5.1 billion dollars in annual sales. To date, TOTO has produced more than 60 million plumbing fixtures. TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. Today, this international company maintains 23,500 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the USA, China and Europe with an affiliated network of more than 80 production facilities worldwide. With over 1,500 engineers on staff and three centers devoted solely to research and development, TOTO is the undisputed global leader in product innovation, precision engineering, high design, and sustainability in products that are designed to meet people’s real world needs. Exemplified in the company’s philosophy – People First Innovation -- TOTO offers consumers elegant luxury products that save money and water without sacrificing an ounce of performance and the peace of mind that comes from knowing they purchased a brand that sets the standard for world-class performance, enduring quality, and reliability. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the Environmental Protection Agency. TOTO continues to raise industry standards and consumer expectations as to what is possible in the bath space, as it connects people with water in ways that enrich the flow of their daily lives.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5.

For more information about TOTO’s HYDROTECT and its Global Partnership Network, please visit <http://www.hydrotect.com>

###