

news release

NEWS: For Immediate Release

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TOTO'S DESIGN EXPERTISE

CURVA LAVATORY SERIES

Water's Tensile Force Inspires Design

Morrow, GA – May 1, 2009 – The gentle curvature that characterizes TOTO's Curva Series is suggestive of tensile force of water, a natural template for strength combined with



lavatory designs.”

subtle beauty. This design concept produces vitreous china products with a sense of organic splendor.

The new lavatory series is available in both undercounter (round and rectangular), self-rimming (oval) and vessel (round) styles. “These contemporary Curva lavatories offer homeowners a range of choices for the bath space of the present day,” said Lenora Campos, a company spokesperson. “Each offers a unique twist on the typical



The new Curva Series represents a beautiful mix-and-match set of lavatories ideal for his-and-her grooming spaces; each offers a range of basin space, styling, and size options. The gentle curves of their design offer simple elegance for the modern couple's grooming station, and create a real focal point in the bathroom.

Curva Lavatory Series reinforce TOTO's innovative spirit of design exploration.

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As with all TOTO products and technological innovations, high-resolution digital photos of Curva Lavatory Series are immediately available upon request.

TOTO is the largest plumbing manufacturer in the world with over \$4.5 billion in annual sales and 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems that bring consumers superbly designed products that are water and energy efficient. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. A full line manufacturer of luxury plumbing products that optimize healthful living, TOTO USA, INC.'s success derives from its unsurpassed commitment to quality, reliability, technological innovation, and sustainability -- a commitment that pushes the company beyond industry standards. The winner of numerous domestic and international awards and recognitions, TOTO USA is certified by ISO 14001: 2004 and ISO 9001: 2000. The only plumbing manufacturer to be honored as Water Efficiency Leader by the Environmental Protection Agency, TOTO seeks perfection by design as it continuously innovates sustainable water technologies that enhance the lives of its customers and the environment. For more information, consumers may visit www.totousa.com or call 1.888.295.8134.

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