

**NEWS: For Immediate Release**

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TOTO SUSTAINABILITY

## TOTO DONATES PRODUCTS TO DECATUR HOMEOWNER FOR WATER EFFICIENCY MAKEOVER

*Company Celebrates Georgia's 'Sales Tax Free Holiday'*

**Morrow, GA – October 9, 2009** – TOTO, a recognized leader in sustainable plumbing products, today announced that it commemorated Georgia's Sales Tax Free Holiday



***Becky Champion, Ph.D., Assistant Branch Chief, Georgia Department of Natural Resources, (seated) explains the water-savings homeowner Beunice Hester will enjoy with her beautiful new WaterSense labeled TOTO high-efficiency plumbing products.***

(October 1 – 4) for WaterSense and ENERGYSTAR labeled products by installing two suites of its high-efficiency WaterSense labeled plumbing products in the home of Beunice Hester of Decatur, GA. Mrs. Hester was selected to receive an array of water and energy saving products by the Georgia Department of Natural Resources and the Georgia Environmental Facilities Authority.

“TOTO's corporate philosophy of bettering society continues unchanged since our incorporation more than 90 years ago. We were honored to effect a water conservation makeover of Mrs. Hester's home,” said Lenora Campos, TOTO spokesperson. “In the US, more than half of the nation's 86 million single-family homes were constructed before modern plumbing codes

existed. These homes, like Mrs. Hester's, are in dire need of water-efficient upgrades, replacing leaky or inefficient toilets, faucets, and showerheads with WaterSense labeled high-efficiency models like TOTO's.”

TOTO looks forward to every opportunity to spread the word about the importance of sustainable water use and the economic benefits that home and building owners will see in the form of lower water bills. As is evident, the US faces a significant water

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crisis. The growing population is putting overwhelming stress on available water tripled. This increased demand has put additional stress on water supplies and distribution systems, threatening both human health and the environment. Today, Americans use 43 billion gallons of water from public supply systems per day in their homes, totaling 15.7 trillion gallons per year.



***TOTO's Promenade 1.28 High-Efficiency Toilet, Ethos Collection Design II High-Efficiency Faucet, Pedestal Lavatory, and Soirée High-Efficiency Shower will enable Mrs. Hester to see dramatic reductions in the water she uses and the cost of her water bill.***

TOTO applauds the State of Georgia for its commitment to water conservation and for instituting its recent WaterSense and ENERGY STAR Sales Tax Holiday (October 1 - 4). During this sales tax holiday, Georgians were able to purchase WaterSense labeled and ENERGY STAR-qualified products up to \$1,500 without paying sales tax. In addition to the immediate savings, purchasing and installing these water-efficient plumbing products and energy-efficient appliances will enable Georgians to reduce their residential utility costs and improve both water and energy conservation. As an added bonus, many municipal water districts in the State of Georgia offer rebates for WaterSense labeled high-efficiency toilets, like those TOTO installed in Mrs. Hester's home.

"If just one out of every four households in Georgia retrofit their bathrooms with WaterSense-labeled high-efficiency toilets and faucets," said Becky Champion, Ph.D., Assistant Branch Chief, Georgia Department of Natural Resources, "Georgia would save nearly 10 billion gallons of water per year."

The WaterSense label—like the Energy Star label before it—is easy for consumers to identify on products that perform more efficiently than their counterparts. Unlike the Energy Star label, however, the WaterSense label requires independent third party testing to verify that the products met its labeling criteria.



Morrow-based TOTO plans to have all its high-efficiency 1.28 gallons per flush toilets WaterSense labeled by 2010. In addition, the company markets a wide array of WaterSense labeled 1.5 gallons per minute faucets. TOTO's 1.75 gallons per minute shower system will be WaterSense labeled when the EPA releases its final shower specification, which is expected in 2010.



***As with all TOTO products, technological innovations, and programs, high-resolution digital photos the products installed in Beunice Hester's home are immediately available upon request.***

***Photo credit: Courtesy TWOvital Photography***

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](http://www.totousa.com) or call 1.888.295.8134.

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