

NEWS: For Immediate Release

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INNOVATIONS ABOUT

Company Introduces Exciting New Sustainable Lucid Material and Pioneering Water Technologies

Morrow, GA – May 1, 2009 – With over 1,500 Research and Design Engineers on staff in its global network, TOTO is constantly innovating new products, materials, and technologies to enhance its customers' experience in, and the serene beauty of, their bath space.

“Continual innovation is an important aspect of our commitment to excellence,” said Lenora Campos, a company spokesperson. “Our goal is to anticipate the needs of the consumer before those needs become apparent. Each of these new innovations is ahead of its time.”



Lucid Beauty Meets Durability

TOTO's new LUMINIST is a hybrid epoxy resin that combines the translucence of glass with exceptional impact-, heat-, and stain-resistance of a marble surface. These qualities enable TOTO to craft from it bathtubs and lavatories that are not only beautiful and durable, but also can also be lit from below, opening up myriad design possibilities for subtle, ambient effects to influence the atmosphere of the bath. Unlit, they enhance the bath space with a subtle luminosity. This blend of qualities – beauty, lucidity, and durability – makes LUMINIST a designer's fantasy material come to reality.

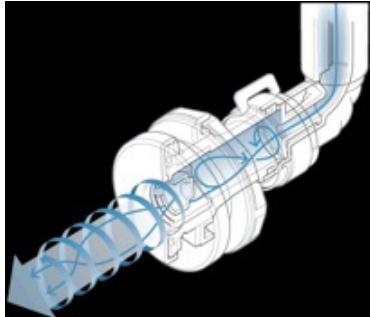
LUMINIST belongs to a family of materials – epoxy resins – that is more commonly found in airplane wings than the high-end bath. This hybrid epoxy resin can withstand temperatures of up to an industry-high of 680°F -- not to mention its ability to withstand scratching and high impact. Its excellent machining properties make it versatile to use and easy to repair, and, as a toxin-free epoxy resin, no volatile organic compounds are released during its production, which benefits the environment.

TOTO®

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Hydrotherapy with a Personal Touch

HydroHands introduces the kinetic benefits of therapeutic massage into a warm bath.



As its name suggests, this new technology provides the personal touch; it is as gentle and responsive as a pair of human hands.

This unique water technology kneads the bather's muscles, using the water's motion as it spirals along two axes, which produces a soothing massage effect. By flowing through specially calibrated nozzles, the water's own pressure generates a curving, circular motion that feels like deep tissue massage. When a bather steps into the hot bath, the flow of the swirling water combines with the gentle force of finger-like massage to increase blood flow to their skin and underlying tissues like an in-home masseuse.

When is a Shower not a Shower?

GyroStream is TOTO's new water technology that brings the relaxing qualities of bath culture to American's love affair with the shower. When equipped with GyroStream, the shower system's water flows through nozzles oriented



on two different axes that tilt and rotate, resulting in greater and more consistent water distribution. This luxuriant whole body drenching encases individuals in warm water, as if they were in a bath, and keeps them cozy, warm, and relaxed, even if the room temperature is cool.

The pressure generated as the water flows through the precisely engineered casements creates this rapidly rotating motion. The swirling water massages the muscles and stimulates blood circulation, refreshing the whole body while consuming a mere 0.8 gallons per minute, which benefits the planet.

“By offering these technological advances before consumers recognize their need,” said Campos, “TOTO underscores our corporate philosophy of continuous improvement coupled with the betterment society, which remains unchanged since our inception in over 90 years ago.”

As with all TOTO products and technological innovations, high-resolution digital photos of Luminist, HydroHands, and GyroStream 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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