

NEWS: For Immediate Release*For more information contact:*

Lenora Campos, Ph.D.

Manager, Public Relations

917.237.0665, Ext. 104

lcampos@totousa.com**NEOREST, TOTO's FLAGSHIP LUXURY BRAND****FIRST-EVER FULL NEOREST BATH COLLECTION
BLOOMS IN HOTEL'S EXCLUSIVE ORCHID SUITE
AS TOTO PARTNERS WITH HALEKULANI*****Luxury Bath Suite Envelops Guests in an Intuitive High-Tech
Environment that Anticipates and Fulfills Their Every Need and Desire***

Morrow, GA – September 24, 2009 –TOTO, the recognized global leader in innovative, high-tech luxury plumbing products, today announced the first-ever hotel suite installation of its full-line high-design bath collection, NEOREST. Partnering with Halekulani, Hawaii's acclaimed luxury hotel, TOTO brought its



intuitive ultra-luxe bath collection to the Orchid Suite, the hotel's new premier suite designed by Wimberly Allison Tong & Goo (WATG), to enhance Halekulani's Wellness brand philosophy (mind, body and spirit), an aspect of its quintessential lifestyle, which integrates Hawaii's unparalleled environs with the Orchid suite's casually elegant décor that celebrates earth, sea and sky.

"With the addition of TOTO's full-line NEOREST Bath Collection, the Orchid Suite offers the finest and most luxurious immersive master bath space available in the hospitality industry

today," said Gerald Glennon, General Manager of Halekulani. "Our collaboration with TOTO is a reflection of Halekulani's passion and commitment to the health and wellness of our guests. We look forward to introducing the very latest in technology and intelligent design to our guests to enhance their wellness experience

A neologism, NEOREST means literally the new rest and denotes a revolution in the master spa bath of today. This luxury bath collection creates a new way to live in the modern bath space by refining humanity's relationship with water. In this high-design, intuitive bath collection, technology and design intertwine to create a cocoon of comfort in which these auto-aware products wait in unobtrusive readiness to serve the Orchid Suite guests' every need and desire. The NEOREST products are intelligent – they learn and remember: they sense guests' approach and respond accordingly; they draw the guests' bath to the water temperature and depth they prefer. TOTO calls this ergonomic technology, the art of connecting human need to human desire and ease of use, which is a corporate design philosophy.

"TOTO is proud to launch this groundbreaking partnership with Halekulani, a brand that shares our passion for the unexpected and the extraordinary," said Lenora Campos, TOTO spokesperson. "The NEOREST

--more--

Collection offers celebrities and jet setters the ultimate intelligent bathing experience, and the Halekulani is the influential and innovative lifestyle authority. Its Orchid Suite offers the finest and most luxurious accommodation in the hospitality industry today, making it the ideal setting for the NEOREST Bath Collection's first full-line installation."

In Quest of the Best

TOTO began its journey toward the creation the NEOREST suite of intelligent products in 1988 when it undertook the development of a new toilet that would represent the pinnacle of achievement in every design category:

- Technology
- Innovation
- Personal Cleansing
- Flushing Systems
- Aesthetics
- Water Efficiency
- Easy Maintenance

Released in Japan to celebrate TOTO's 75th or Diamond Anniversary in 1992, the company continued to refine the NEOREST integrated toilet, and, in 2003, introduced the NEOREST 600 to the US market. In 2006, the company completed the NEOREST collection with the introduction of a suite of products each of which represents an unparalleled feat of design and engineering prowess:

Designed to bring back the art of the bath, the NEOREST Airbath is intended to be enjoyed by two with padded neck rests and cascading water to gently warm and soothe their upper body; its LCD control panel remembers and carries out guests' every command and keeps them from being lonely by vocalizing their commands. Champagne bubble massage and chromo-color therapy round out this revitalizing experience.

Exemplifying the art of simplicity and function, the NEOREST Shower Tower is one simple, graceful line that rises from wall to overhead and offers three perfect ways for Orchid Suite guests to envelop their bodies in tranquil warmth -- relaxing overhead rain shower, hand shower, and full body sprays, all the while remembering their preferred water temperature,

The first toilet of the 21st century, the auto-aware NEOREST 600 responds to guests by opening its lid when they approach -- when they leave, it automatically closes and flushes. Its integrated personal cleansing system brings the ultimate in cleanliness and comfort to their fingertips via remote control.

With an integrated automatic sensor faucet, the NEOREST Lavatory greets guests by releasing their preferred temperature of silk-like cascading water flow when they approach. The design lines of the unique lavatory were created to imitate the flow of water as it cascades from the faucet.

No detail is insignificant when it comes to creating the most luxurious experience - in style or substance. That's why every NEOREST Accessory, down to the smallest robe hook, echoes the NEOREST design philosophy.

With the NEOREST Bath Collection, there is pure elegance in simplicity and intelligent design wherever guests look in the Halekulani Orchid Suite's master bath.

As with all TOTO products and technological innovations, high-resolution digital photos of all the elements of the NEOREST Bath Collection are immediately available upon request.

-- more --

About TOTO

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.

For Further Information About TOTO, Please Contact:

Lenora Campos, Ph.D.
Manager, Public Relations
Phone: 917.237.0665, Ext. 104
Email: lcampos@totousa.com

About Halekulani

Halekulani, which celebrates its 25th Anniversary in 2009, is the recipient of innumerable awards, honoraria and accolades. Consistently ranked among the world's best hotels, Halekulani is a member of The Leading Hotels of The World and a strategic partner with Imperial Hotel, LTD of Tokyo. *Travel + Leisure* ranked Halekulani as #1 hotel in Oahu and #19 worldwide in 2007; while naming the *Vera Wang Suite at Halekulani* one of the 50 most romantic destinations in the world. In addition, *SpaHalekulani*, which pays homage to the healing cultures of Hawaii, Asia and the South Pacific by creating a cultural, emotional and spiritual well being experience, earned the coveted Mobil Four-Star rating, the highest rating bestowed upon any spa by the Mobil Travel Guide, was named a "Leading Spa of the World" as well as the #2 best resort spa in North America by *Conde Nast Traveler*. Halekulani's fine dining restaurant, La Mer, is Hawaii's longest ranked AAA-Five Diamond restaurant, holding this esteemed rating for nineteen consecutive years.

Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages newly redesigned Waikiki Parc Hotel. For reservations and information contact your travel planner, or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani's website at www.halekulani.com.

For Further Information About Halekulani, Please Contact:

Evins Communications, Ltd.
Amanda Deveaux
Senior Account Executive
Phone: (212) 377-3572
E-mail: amanda.deveaux@evins.com

Hotels and Resorts of Halekulani
Erika Kauffman
Director of Public Relations
Phone: (808) 526-1186
Email: erika.kauffman@halekulanicorp.com

###