

**NEWS: For Immediate Release**

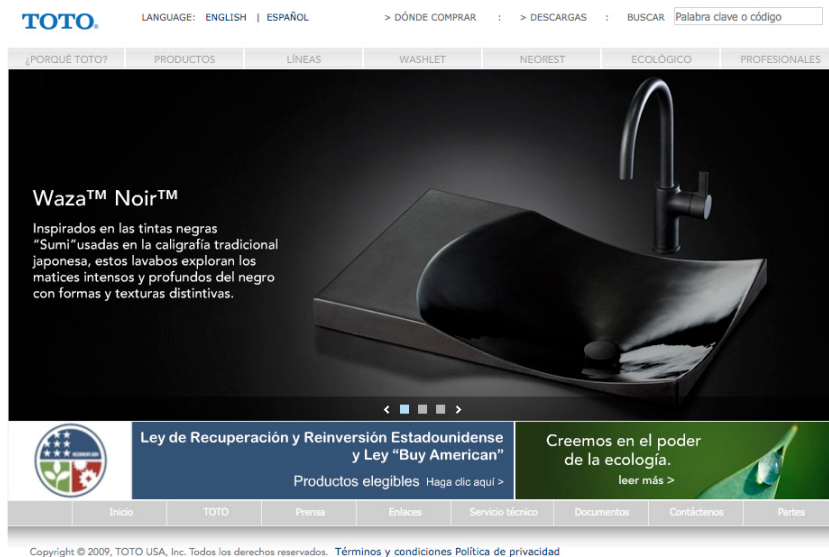
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**¡CON MUCHO GUSTO! LES PRESENTAMOS a  
 “TOTO en Español”: TOTO EXPANDS OUTREACH TO  
 HISPANICS WITH SPANISH-LANGUAGE WEBSITE**

***New Site Provides Enhanced Shopping Experience for Rapidly Growing Spanish-Speaking Market and Extends TOTO Brand Recognition throughout the Americas***

**Morrow, GA – January 26, 2010** – TOTO, the global leader in high-design, sustainable plumbing products and advanced technologies, today announced that it launched a Spanish-language edition of its popular website ([www.totousa.com](http://www.totousa.com)). The new site



offers all of the features and conveniences of the company's current English-language site, providing Hispanic consumers and kitchen and bath dealers with easy access to information about the company's eco-luxury plumbing products, programs, and services in their native language. This new user-friendly website is part of the company's efforts to

expand its presence in the marketplaces of the Americas by reaching out online to the rapidly growing Spanish-speaking population.

Customers who prefer to shop for TOTO products in Spanish may access TOTO USA's homepage and click the "Español" link at its top, or they may directly log on to [www.totoespanol.com/](http://www.totoespanol.com/)

"With this new website," said Lenora Campos, Ph.D., company spokesperson, "TOTO bridges a significant language divide and makes online shopping for our eco-luxury



plumbing products more enjoyable for Spanish speakers throughout the Americas. Given the size of the Spanish-speaking population and its economic significance, we committed to providing a robust online experience and remaining culturally relevant to this diverse audience.”

According to the US Census Bureau, as of July 1, 2008, the United States (including its protectorate, Puerto Rico) constitutes the fifth-largest Spanish speaking country in the world, with over 50.9 million Spanish speakers. Worldwide, the total Spanish-speaking population equals 452,480,979. Amongst the Americas, North America encompasses 154,276,438 34 Spanish speakers or 10% of the world’s total population; Central America, 40,982,389 or 9.06%; and South America, 191,225,429 or 42.26% of the total.

The new Spanish-language website increases the scope of TOTO’s existing commitment to Spanish-speaking consumers. The company has a long-standing practice of translating its owner’s manuals, installation instructions, product templates, and warranty cards into Spanish.

***As with all TOTO products, programs, and services, high-resolution digital images of TOTO’s Spanish-Language Website 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](http://www.totousa.com) or call 1.888.295.8134.

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