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OF ARCHITECTS

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AIA and TOTO USA Announce Strategic Partnership

For Immediate Release:

Washington, D.C. – January 13, 2010 – In an effort to provide members with greater access to cutting edge decision-making tools for their practice, the American Institute of Architects (AIA) announced an agreement with TOTO USA, Inc., as part of the Strategic Partnership Program. This initiative will be limited to eight companies that closely align with the Institute’s strategic initiatives and mission. These select companies will be able to demonstrate how their products and services can better support the more than 86,000 AIA members.

The Strategic Partner Program is designed to provide unique collaborative opportunities and promotional rights with the AIA to a select group of industry leaders. The AIA and TOTO USA have agreed to partner in the areas of thought leadership that are demonstrated strengths of TOTO globally: innovation, technology, sustainable practices, and socially sustainable design (the confluence of Green and Universal designs). In addition to the turnkey benefits of the program, AIA staff will work with TOTO USA to develop new knowledge resources, education, and cutting-edge industry programs that will benefit AIA members.

“In terms of Strategic Partners, we are looking for industry leaders who exhibit the principles of triple bottom line thinking as a core business value. TOTO USA's dedication to innovation, quality, value, ecology, and design is the reason we were interested in creating this relationship,” said AIA Executive Vice President / CEO, Christine McEntee.

“TOTO looks forward to this unique opportunity to collaborate closely with the leaders in the architectural community,” added Lenora Campos, Ph.D., company spokesperson. “Passionately committed to innovation as a company, our goal always is to advance thought to generate improvement and progress. For example, our partnership with AIA will enable TOTO to offer insights and education gained from the concentrated research and testing conducted at our Universal Design Research Center in Japan, the only one of its kind.”

United by common principles, the AIA and TOTO USA have a unique opportunity to position social-sustainability and high design as an industry standard for 21st-century architectural design. Through the AIA's educational and promotional channels, TOTO

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USA will be able to educate architects and others in the building community about scientific breakthroughs the company offers in the US market. One such is HYDROTECT, a revolution in the field of the photocatalysts. These coatings' super-hydrophilic photocatalysis offer three primary benefits for both interior and exterior surfaces: they clean the air (removing pollutants from the atmosphere) and create surfaces that are both self-cleaning and anti-microbial* (anti-fungal and anti-algae).

**EPA certification in progress.*

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.

About The American Institute of Architects

For over 150 years, members of the American Institute of Architects have worked with each other and their communities to create more valuable, healthy, secure, and sustainable buildings and cityscapes. By using sustainable design practices, materials, and techniques, AIA architects are uniquely poised to provide the leadership and guidance needed to provide solutions to address climate change. AIA architects walk the walk on sustainable design. Visit www.aia.org/walkthewalk.

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