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TOTO Launches Wholly Owned Subsidiary in Brazil

Global Leader in Innovation and High-Design in Luxury Plumbing Products

Expands to Harness Strong Growth Potential of Brazilian Market

(Morrow, GA) March 15, 2011 — TOTO, the largest plumbing manufacturer in the world with \$5.1 billion dollars in annual sales, today announced the launch of its newest subsidiary, TOTO do Brasil Distribuição e Comércio Ltda., which will be overseen by its operations in the Americas, TOTO USA, Inc. TOTO's expansion into the Brazilian market is a part of the company's "Vision Plan 2017." TOTO, which celebrates its 100th anniversary in six years, has set the growth of its international operations as a primary focus for its goal to reach \$7.3 billion in annual sales by its centenary. With the launch of TOTO Brazil, the company plants its flag in the South America and will increase its market share aggressively as it has done successfully in North America by creating a fast-growing demand for its products.

"Brazil is one of the world's most exciting markets today, with a population approaching 200 million people," said David Krakoff, Senior Vice-President, Sales Division, TOTO USA. Krakoff, who has been tapped to serve as President of TOTO Brazil, continued, "We recognize the tremendous growth potential and opportunity that Brazil presents, and we are pleased to bring its consumers the very best luxury plumbing products available. As TOTO has done in every market that we have entered, we will quickly establish ourselves as the leader in the premium plumbing products sector with a prestigious line that combines high design, technological innovation, unparalleled performance, and sustainability to transform the bathroom from a simple, utilitarian room to a vibrant, comfortable, luxurious area of the home or commercial installation."

The TOTO Global Group, which began in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan, has produced more than 60 million plumbing fixtures to date. Today, this international company maintains 23,500 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the United States, China, and Europe, with an affiliated network of more than 80 production facilities worldwide. With over 1,500 engineers on staff and three centers devoted solely to research and development, TOTO is the acknowledged global leader in product innovation, high design, and precision engineering.

Headquartered in São Paulo, TOTO's newest business venture is just the first step in a significant investment in the Brazilian economy, a strategy that TOTO employs throughout the world. "Investing in the local economy sets TOTO apart from other manufacturers that simply import their products," said Krakoff. "In North America, for example, TOTO is owner/operator of three major manufacturing plants and two large assembly and logistics/warehousing facilities, providing employment for more than 1,100 people." To gain market share rapidly throughout Brazil, TOTO will introduce its products to consumers by presenting them in the leading bath boutiques and showrooms, such as São Paulo's Armazem Design

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Banho e Cozinha, Quartzobrás, Vallvé, and Metalbagno. TOTO will also work closely with architects, designers, contractors, developers and others who wish to distinguish their projects by offering the very best in technology, luxury, performance, and sustainability. The company's premiere in the local market will be its major presence at Brazil's leading kitchen and bath industry trade show, the Kitchen & Bath Expo, held in São Paulo from March 22-25, 2011.

Brazilians will be delighted to find that TOTO is introducing a line of products that will meet the aesthetic preferences specified by its design leaders and consumers. These products will utilize TOTO's cutting-edge technology and world-class precision engineering. Connecting people with water in ways that enrich the flow of their daily lives through elegant products that save water and energy with every use without sacrificing an ounce of performance is the company's stated mission. As a result, Brazilian consumers will experience the highest levels of luxury and performance in a full line of products, which includes toilets, sinks, residential faucets, showers, accessories, as well as TOTO's signature lines— Washlet and NEOREST.

Owners of Brazil's commercial establishments may look to their global peers who have selected TOTO products for their prestigious installations. On every continent in which the company does business, TOTO's technology-rich products are found in high-end hotels, luxury condominiums and apartment buildings; international and domestic airports; famous arenas, stadiums, and convention centers; hospitals, nursing homes, and trauma and rehabilitation centers; premier office buildings and world-famous museums; prestigious schools and universities; and chic restaurants and retail centers.

"We trust that TOTO will add a new dimension to the luxury plumbing sector and significantly influence bath design in the local market," concluded Krakoff. "We are confident that we have the global market experience and expertise to make this new subsidiary very profitable for TOTO and its Brazilian partners."

About TOTO:

The TOTO is the largest plumbing manufacturer in the world. For nearly 100 years, the TOTO Global Group has been the recognized leader in innovation and precision engineering in elegant, high-design products that enhance the bath space. Serving both the residential and commercial sectors, the company's Americas Division, TOTO USA, Inc., is reinventing the exclusive bath experience its with revolutionary People First approach to product innovation. TOTO continues to raise both industry standards and consumer expectations as to what is possible in the bath' interior design, as its name is synonymous with beauty, performance, craftsmanship, quality, and value. For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5.

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