

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

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

TOTO INNOVATION**WASHLET C110**

Newly Redesigned Introductory Model Joins Distinguished Family of Warm Water Personal Cleansing Systems that are Clean, Green, and Happy

Morrow, GA – May 1, 2009 – The US has a love affair with water – the pure, refreshing, element that cleans, soothes, and restores. This passion borders on obsession. From sea to shining sea, the average American family of four consumes an estimated 255 gallons of water daily or 63.75 gallons per person per day – from daily showers that cleanse the body, to drinking, cooking, doing laundry, housecleaning, watering the lawn, washing the car, and even bathing the dog.



“TOTO’s Washlet product line introduces a revolutionary use for water in the American bathroom – personal cleansing once the individual has used the restroom, a custom long embraced by the majority of the world as cleaner, healthier, and more comfortable than using dry paper,” said Lenora Campos, company spokesperson. “Since their introduction in 1980, TOTO’s revolutionary Washlets have sold more than 18 million units worldwide.

Currently, 2.7 million Washlets are sold annually in Japan, where warm water personal cleansing systems have deeper market penetration than microwave ovens and TOTO enjoys 55% of the market share.”

Clean is Happy: Sleek Redesigned Washlet C110

The ergonomically contoured, Washlet C110 introductory model is activated by a simple touch of convenient easy-to-read activation panel on the right-hand side, which has

- more -

been completely redesigned. From this panel, users may easily control the temperature and pressure of the soothing warm aerated water, self-cleaning dual-action spray, and streamlined wand. It is available Colonial White, Cotton and Sedona Beige—and in elongated and round bowl styles.

Green, Clean, and Happy

“Like all TOTO Washlets, not only is the Washlet C110 better for the user,” said Campos, “but also it is better for the planet.” First, it reduces the impact on the



Clean Is Happy.™ Green Is Happy.



municipal water districts wastewater reclamation systems by reducing use of toilet paper by 50% to 90%. That may not seem significant until one realizes that Americans use more than 3.2 million tons of toilet paper annually, cutting down 54 million trees in the process. The production

of each roll requires an average of 1-1/2 pounds of wood, 37 gallons of water and 1.3 kilowatts of energy, and it involves toxic chemicals such as chlorine.

Second, it uses water efficiently. The user determines the length of the cleansing cycle; it is not pre-set (it may be as brief as 20 seconds). The average water usage is:

- Rear Cleanse: 0.07 to 0.11 gal/min.
- Front Cleanse: 0.08 to 0.11 gal/min.

The TOTO Washlet C110 is a lot of amazing technology, cleverly disguised as a toilet seat that fits virtually any standard toilet. It uses pure clean water to cleanses users like never before and honors the planet by removing the need for paper products, which denude the forests deplete their ability to reduce greenhouse gases. With the Washlet, the pursuit of cleanliness can be better in every way -- from a clean perspective to a green perspective.

“What’s more, with our society’s current obsession with cleanliness, hygiene, and the environment, there is no better time for homeowners to adopt this effective, modern approach to personal hygiene,” said Campos. “We truly believe that when people feel clean, they are confident, more comfortable, and, yes, happier. Furthermore, by removing paper from the personal cleansing equation, the planet is happier as well.”

-more-



The Washlet C110 joins the distinguished family of Washlet products: the premium model, Washlet S400; the deluxe model, Washlet S300; and the intermediate model, Washlet E200.

As with all TOTO products, high-resolution digital photographs of the complete Washlet C110 and the complete Washlet Product Line (S400, S300, E200, and Travel Washlet) are immediately available.

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.

#