

For Immediate Release

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TOTO PARTNERS WITH SUNCOAST SALES, LLC

Company Appoints New Manufacturer's Representative for State of Florida

(Morrow, GA) December 5, 2012 — TOTO, the largest plumbing manufacturer in the world with \$5.1 billion dollars in annual sales, today announced that it has retained Suncoast Sales, LLC, to serve as its manufacturer's representative in the state of Florida. With this new relationship, TOTO transitions from its current factory-direct sales structure and dramatically expands its presence in the state to better serve the Florida region and capitalize on the rebounding housing and construction markets with a dedicated network of experienced, knowledgeable representatives throughout the state.

"We selected Suncoast Sales from a pool of highly qualified candidate-agencies because their professionalism and tireless dedication to serving the needs of customers matches our own," said Jason Fitzsimmons, Assistant Vice-President —Americas, Sales Division. "Suncoast Sales' strong presence in the market, and their expertise and support capabilities make them an excellent fit for TOTO. They will not only assist us with increasing brand visibility and market penetration in Florida, but also they will help us build long-lasting relationships with the local trade and professional associations. We look forward to 2013 being a breakout year for our plumbing sales in Florida and to continuing growth as a result of new relationships in the trade and professional communities."

With offices in Tampa and Miami, Suncoast Sales company principals Dan O'Sullivan and Laura Walters will lead the TOTO sales expansion initiative. "We are honored to have been selected by TOTO," said Dan O'Sullivan, Vice President, Operations and Managing Partner. "We look forward to raising this dynamic company's brand visibility as we dramatically increase TOTO's market penetration in the state of Florida."

To contact Suncoast Sales, please telephone 813-901-8552, 1-800-523-3582 or visit <http://www.suncoastsalesllc.com>

About TOTO:

TOTO USA is headquarters for the Americas Division of the TOTO Global Group, which was established in 1917 with the founding of TOTO, Ltd., in Kitakyushu, Japan. TOTO is the largest plumbing manufacturer in the world with \$5.1 billion dollars in annual sales. To date, TOTO has produced more than 60 million plumbing fixtures. Today, this international company maintains 23,500 employees in 69 offices around the world and owns manufacturing facilities in Japan, Mexico, the USA, 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 undisputed global leader in product innovation, precision engineering, high design, and sustainability in products that are designed to meet people's real world needs. Exemplified in the company's philosophy —*People-First Innovation* -- TOTO offers consumers elegant luxury products that save money and water without sacrificing an ounce of performance and the peace of mind that comes from knowing they purchased a brand that sets the standard for world-class performance, enduring quality, and reliability. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the Environmental Protection Agency. TOTO continues to raise industry standards and consumer expectations as to what is possible in the bath space, as it connects people with water in ways that enrich the flow of their daily lives.

For more information, consumers may visit www.totousa.com or call 1.888.295.8134, Option 5. Follow TOTO on [Twitter](#) (@TOTOUSA) and become a TOTO fan on [Facebook](#)

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