



TOTO USA and Villeroy & Boch USA North American Sales Alliance in Full Swing

For Immediate Release:

(Morrow, GA) April 19, 2013 – TOTO, the largest plumbing manufacturer in the world, and Villeroy & Boch, the leading European bathroom brand, announced today that their sales alliance is well under way. Since 2012, TOTO has been Master Distributor for all Villeroy & Boch bathroom products sold in the US and Canada, including toilets, decorative lavatories and washbasins, tubs, showers, accessories, vanities, and bathroom furniture. As Master Distributor, TOTO has assumed all sales, distribution, and after-sales support for all Villeroy & Boch products, maintaining a large inventory in TOTO's distribution centers in the US.

To further the sales alliance, TOTO and Villeroy & Boch have begun developing a new product line specifically suited to the high-end showroom market in the US and Canada, drawn from Villeroy & Boch's extensive European catalogs.

"We are quite pleased with the sales alliance's progress thus far," said David Krakoff, President – Americas, Sales Division, TOTO USA. "We've developed a new network of distributors and elegant showrooms that span the entire North American continent in the US and Canada. Both TOTO and Villeroy & Boch are available through this new network, which is growing, and we expect it to continue to grow actively throughout 2013."

"We are glad our sales alliance has started very well: we've built a coast-to-coast distributor and showroom network that it is growing according to our plan," said Michael Swan, President of Americas, Bathroom and Wellness Division, Villeroy & Boch USA. "At KBIS 2013, we are presenting our latest point of sales concept for these showrooms as well as our new mirrored medicine cabinets, 'My View' and 'Perception,' a completely new product category for Villeroy & Boch in the US."

"We are happy to have assumed master distribution for Villeroy & Boch in the U.S. and Canada," said Jason Fitzsimmons, Vice-President – United States Sales Division, TOTO USA. "The dynamic and competitive nature of this industry drives high-end distributors to look for luxury product lines with which they can differentiate themselves from retail home centers."

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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 world's largest manufacturer of bathroom fixtures and fittings with \$5.1 billion dollars in annual sales. For nearly 100 years, TOTO has been the recognized leader in performance innovation and design with products that enhance the luxury bathroom experience. Today, the 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 to research and development, TOTO is dedicated to engineering products that respect the environment while meeting people's needs for comfort, beauty and performance. TOTO's corporate philosophy – People-First Innovation – is the guiding principle for all the company's processes, from engineering and design to manufacturing and sales. Consumers enjoy the peace of mind that comes from knowing they purchased a brand that innovates to improve people's quality of life. Winner of numerous domestic and international awards and recognitions, TOTO is the only plumbing manufacturer honored as Water Efficiency Leader by the U.S. Environmental Protection Agency. The company continues to raise industry standards and consumer expectations as to what is possible in the bathroom, as TOTO believes a high-quality bathroom is an experience and an everyday luxury people value and appreciate.

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

About Villeroy & Boch:

Villeroy & Boch AG, with its headquarters in Mettlach, Germany, has around 7,500 employees and operates production facilities in Europe, Mexico and Thailand. Villeroy & Boch offers innovative product and decorative concepts for both consumers and commercial developers. At its House of Villeroy & Boch shops, Villeroy & Boch presents complete concepts for the "single-source bathroom" and "perfectly laid table," and is represented worldwide in 125 countries. Villeroy & Boch has always been a path-breaker through its use of innovative materials and production methods and above all its innovative design approaches, one of the brand's most characteristic features. That is proven by the numerous design and innovation prizes the

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TOTO®



company has been awarded. A publicly traded company, Villeroy & Boch can look back on 265 years of history.

For more information, consumers may visit www.villeroy-boch.com or call Tel +1 888 295 8134, Option 5. Become a Villeroy & Boch fan on Facebook and follow Villeroy & Boch on Twitter @VilleroyundBoch

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