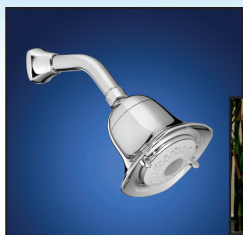


See the latest water
efficient showers, toilets,
faucets and urinals



**Become Certified in American Standard
Water Efficient Products**

- Onsite training with fully functional products
- Certification at Event
- Learn about innovative technology that saves customers water and money



**AMERICAN STANDARD®
THE RESPONSIBLE BATHROOM
WATER CONSERVATION TOUR
is Coming to You!**

WIN Enter for a chance to win
a Once-in-a-Lifetime Dream Vacation!

LEARN about the Newest
Water Efficient Products!

RECEIVE Free Gifts!

- Grand Prize:
\$12,500 Once-in-a-Lifetime Dream Trip*
- Second Place: **\$6,000 Dream Vacation***
- Third Place: **\$3,500 Getaway Vacation***
- Monthly random cash drawings
up to \$1000

Door Prizes

- You and your customers can receive
gifts just for attending!
- Gifts are available while supplies last

*NO PURCHASE NECESSARY. Sweepstakes is open only to licensed plumber contractors, who are legal residents of the U.S. and D.C., 18 years + at time of entry. View Official Rules at www.theresponsiblebathroom.com. Sweepstakes begins 12:00 AM Eastern Time ("ET") 4/1/10, ends 11:59 PM ("ET") 12/31/10 **Sponsor:** American Standard Brands, Piscataway, N.J. **Void where prohibited.**

For more info go to:
www.theresponsiblebathroom.com
ASK YOUR DISTRIBUTOR ABOUT EVENT TIMES

**Join us on March 1st, 2010
XYZ Plumbing
12345 Main Street
Wherever NN 12345**

**AMERICAN STANDARD®
THE RESPONSIBLE BATHROOM
WATER CONSERVATION TOUR**



American Standard®
Style That Works Better

AMERICAN STANDARD® THE RESPONSIBLE BATHROOM WATER CONSERVATION TOUR is Coming to You!

With over 300 events at prime locations coast to coast, this tour will highlight new products and information that can help you add to your bottom line. Come out and see the newest water efficient products exclusively from American Standard.

Attend an event and learn how to:

- Increase your sales and profit dollars by learning about top performing water efficient products customers want.
- Show your customers you care about saving them money
- Demonstrate to your community your commitment to the environment, saving water and protecting our resources for our future.

With American Standard
water efficient products
there is no sacrifice.

American Standard®

The Savings Add Up!

American Standard's innovative technology, stylish design and water efficiency products deliver what today's customers demand.

- Buying and building green saves money.
 - **78%*** of consumers are looking for ways to reduce their household energy costs or utility bills.
- Based on an average 4 person household, using American Standard products could amount to an annual savings of:
 - **\$293** in water costs
 - **48,326** gallons of water

(actual amounts may vary)

American Standard brings customer loyalty and over 130 years experience to green building and is a proud supporter of:



Spreading the News

The tour goal is to save over **2 billion gallons** of water with the sales of water efficient products. We are spreading the news of our environmental initiative with this water conservation tour throughout the country. The details will be promoted through various channels in most markets during the tour.

We are telling customers about The Responsible Bathroom Tour through...

- Press releases
- Local newspapers
- Radio
- Television
- Website and Internet
- Environmental organizations

Everyone is paying more attention to conserving our natural resources; realizing there are real ecological & economic benefits.

Bathrooms currently account for 75% of in-home water use. This percentage can be greatly reduced with our green product offering. Learn about our new water efficient products... toilets that save water up to 30%, showerheads 40% and faucets that save 32% of water – All without sacrificing performance!

American Standard welcomes you to
The Responsible Bathroom.

For more information, as well as dates
and locations of the tour, go to:
www.theresponsiblebathroom.com

*Source: The Home Improvement Research Institute, Oct. 2008.

Style That Works Better