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Water Conservation Tour Hits Goal of Saving 2 Billion Gallons

PISCATAWAY, N.J. – (Nov. 1, 2010) The Responsible Bathroom Water Conservation Tour has been successfully rolling across the United States since April, aiming to reach its water conservation goal of two billion gallons by November 24. It's official – the goal has been reached and surpassed, with the total now at 2.2 billion gallons and still growing.

The Responsible Bathroom Water Conservation Tour, sponsored by American Standard®, has completed close to 300 events in 43 states. The gallons are accumulated by communities from coast to coast replacing old or leaking bathroom fixtures with new, water-efficient plumbing products. The final tally of gallons will be known in December.

“Our mobile showrooms have been bringing water conservation education and product solutions to local markets since April and we’ve made a difference. I’ve personally attended Tour events this year and I’ve seen individuals respond to the call to conserve water,” said Don Devine, American Standard® president and chief executive officer. “It’s satisfying to provide the solutions -- the water-efficient faucets, toilets, and showerheads our customers need.”

With two vehicles crisscrossing the United States simultaneously, the Tour brings a 44-foot-long, walk-through mobile showroom to plumbing wholesaler locations. The public is welcome free of charge, and thousands of people have attended the events to learn how to save money and water. For the remaining 2010 events, see www.theresponsiblebathroomtour.com and click “Follow Tour.”

The grassroots mobile marketing campaign has established water conservation as a mainstream concern. With 36 states predicted to experience water shortages by 2013, Tour audiences welcome solutions to saving water and a hands-on opportunity to raise awareness. American Standard® is working not only to replace old fixtures, but also to generate a new awareness of how easy it is to save water without sacrificing performance. The Tour has attracted generous media attention, with TV segments and headlines gained across the country.

See the Facebook link below to view this year’s Tour, from California to Connecticut, in pictures. Click the YouTube icon to see videos taken from the road.



ABOUT AMERICAN STANDARD BRANDS

American Standard Brands is a leading North American manufacturer of a wide range of high-quality kitchen and bath products, including faucets, fixtures, furniture, vitreous china fixtures, cast iron sinks, whirlpool tubs and other related products. The company currently serves both the residential and commercial markets, and employs more than 5,000 people in the United States, Canada and Mexico; and markets products under the American Standard®, JADO®, Porcher®, Safety Tubs®, Crane®, Eljer® and Fiat® brands. American Standard Brands is an affiliated portfolio company of Sun Capital Partners. For more information, see www.americanstandard-us.com.