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FOR IMMEDIATE RELEASE

American Standard Demonstrates Commitment to Freshwater Conservation with a \$1M Contribution to The Nature Conservancy

*Contribution to educate consumers about how they can save water
and fund global freshwater conservation programs through January 2012*

PISCATAWAY, N.J. (February 1, 2010) – American Standard Brands, a leading manufacturer of bath and kitchen plumbing products in North America, announced today its commitment of \$1 million over a two-year period to The Nature Conservancy to increase awareness of how consumers can conserve water every day and to provide support of the Conservancy's mission of protecting the Earth's most vital natural resource – our drinking water.

“As the world's largest conservation organization, The Nature Conservancy is committed to changing the way water is used and managed to ensure a sustainable supply for people while ensuring ecological health. We couldn't be more pleased by the support of such a venerable brand as American Standard, a company which shares our passion and dedication to protecting the environment,” said Brian Richter, director of The Nature Conservancy's Global Freshwater Program.

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“At American Standard, our goal is to educate consumers that conservation can and does begin at home. By developing water efficient, low-consumption toilets, faucets and showerheads that actually work, we are providing consumers with real choice in creating responsible bathrooms without sacrifice in style or performance,” said Don Devine, American Standard president and chief executive officer. “Our objective is to reduce overall water consumption by more than 18 billion gallons not just this year, but every year thereafter, through the installation of water efficient American Standard toilets, showers and faucets. This will save consumers money on water, reduce water treatment volumes and costs, and reduce the strain on our environment.”

American Standard’s two-year agreement/partnership and support of the Conservancy’s mission in the area of global freshwater conservation is intended to bring attention to an issue of mounting global concern while providing solutions through award-winning product innovations and increased selection that puts the opportunity to make a difference squarely in the hands of consumers.

“The Nature Conservancy has a 50-year track record of achieving results in the area of conservation. We can’t think of a more esteemed partner or more vital endeavor to put our support behind,” commented Mr. Devine.

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; employs more than 6,000 people in the United States, Canada and Mexico; and markets products under the American Standard®, Crane®, Eljer®, Porcher®, Jado®, and Fiat® brands. American Standard Brands is an affiliated portfolio company of Sun Capital Partners with a minority interest held by Bain Capital Partners, Inc.

ABOUT THE NATURE CONSERVANCY

The Nature Conservancy is a leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy and its more than 1 million members have protected nearly 120 million acres worldwide.