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Water Conservation Tour Rides the Green Wave Across U.S.

Responsible Bathroom Tour Helps Save Water From California to Connecticut

PISCATAWAY, N.J. (July 1, 2010) -- With a goal of saving two billion gallons of water this year, The Responsible Bathroom Water Conservation Tour, sponsored by American Standard, has been in high gear since it kicked off in April. The national Tour has attracted thousands of attendees to 100 events in its first two months, with one event drawing more than 900 people. Over 300 total events are planned through November at plumbing wholesale locations in the United States and Canada.

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. The Tour has attracted generous media attention with TV segments and headlines across the country.

Open to the public at no charge, the walk-through plumbing showrooms are drawing journalists, along with plumbers, architects, and other construction professionals. Events also gather environmentalists plus municipal housing authority managers, university facilities managers, technical high school classes, and water utility personnel. Education is the main gain, and attendees leave with practical water-saving solutions for their particular needs.

On the East Coast, the Tour has traveled through Pennsylvania, Virginia, Maryland, Connecticut, New York, New Hampshire, Vermont, Maine, Massachusetts, and New Jersey, with five months to go. The simultaneous West Coast Tour has crossed Texas, New Mexico, California, Arizona, Utah, Colorado, Wyoming, Montana, and Idaho, with four months to go. A two-week Canadian itinerary is planned for September. The Tour momentum continues: Baseball stadiums have welcomed the mobile showroom; several mayors have signed proclamations declaring "Water Conservation Day" in honor of a Tour event in their city.

(Please see RESPONSIBLE BATHROOM TOUR -- Continued on Page 2)

(RESPONSIBLE BATHROOM TOUR -- Continued from Page 1)

American Standard Brands expects The Responsible Bathroom Tour to contribute two billion gallons of water savings simply by convincing attendees to adopt new water conserving behaviors.

“At American Standard, our goal is to educate consumers that conservation begins at home. By developing water efficient toilets, faucets, and showerheads, we are providing consumers with real choice in creating responsible bathrooms without sacrificing style or performance,” said Don Devine, CEO of American Standard Brands. “Our mobile showrooms bring that education and product solutions to local markets, where visitors can see product demonstrations and learn what they can do to conserve water. This will save money on water, reduce water treatment volumes and costs, and reduce the strain on our environment.”

Visitors to the Tour gain from product demonstrations, giveaways, and water conservation education. The Tour features both environmental and economic points, including:

- **American Standard’s partnerships** with The Nature Conservancy and the federal Environmental Protection Agency’s WaterSense® program.
- **Hands-on demonstrations** of the newest water-saving showerheads, faucets, and toilets, featured in a 44-foot-long mobile showroom. Tour ambassadors on each truck explain the latest products and offer user demonstrations. The fully operational exhibit is visual and active, with spraying water and moving parts.
- **Calculations** of how much water and money consumers can save with efficient bathroom products. The Tour shows how an average four-person household can save 48,326 gallons of water a year using water-saving bathroom fixtures.

Jump on-board and follow the Tour on the information superhighway: The Tour’s water savings progress is tracked on www.theresponsiblebathroomtour.com, which also features the national Tour itinerary. To see an online photo album, become a fan of American Standard on Facebook at <http://www.facebook.com/home.php?#/AmericanStandardPlumbing>.

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 6,000 people in the United States, Canada and Mexico. For more information, see www.americanstandard-us.com.