



News Release

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Ideal Standard International Appoints John Rietveldt as Chief Executive Officer

BRUSSELS, BELGIUM – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, today announced the appointment of John Rietveldt as Chief Executive Officer. Ideal Standard International, an independent and privately-owned company since 1 November, 2007, is headquartered in Brussels, Belgium, and employs over 18,000 people across EMEA, Asia Pacific as well as Central and South America.

In his role, Rietveldt will lead Ideal Standard International's efforts to grow revenues and margins and to drive productivity, quality and safety. Other priorities include the simplification of the business for increased efficiencies as well as to continue to strengthen its competitiveness in the region. He will be based at Ideal Standard International's EMEA headquarters located in Brussels, Belgium.

Walid Sarkis, Managing Director, Bain Capital LLC said, "We are delighted that John Rietveldt has accepted this new challenge. Since he joined the business in July 2006, as president of the Europe, Middle East & Africa region, he has proven himself as a well-rounded, versatile leader who can create revenue growth, operational excellence, positive customer relationships, brand strength and teamwork. He has already made great strides in turning around the performance trend of the business in the region. We are convinced that his background and deep expertise in running international businesses will greatly contribute in unleashing the true value of the bathroom solutions market for Ideal Standard International."

John Rietveldt joined Ideal Standard from Tarkett, one of the world's largest flooring companies, where for three years he served as president of the company's residential division, leading its billion dollar global business in the areas of sales, marketing and operations.

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Prior to this, Rietveldt spent eight years in leadership roles at Whirlpool, including a five-year assignment in Italy. As Whirlpool's vice president of sales for Europe, he played an important role in turning the business around bringing it to profitability in a difficult market conditions in just two years. Earlier in his career, he served in sales and marketing positions at household appliance companies Electrolux and Moulinex based in the Netherlands.

About Ideal Standard International:

Ideal Standard International, headquartered in Brussels, Belgium, is a privately-owned company, operating independently in Europe, Middle East and Africa and Asia Pacific. The company also has presence in Central and South America via a joint venture called Incesa. With bathroom solutions as its core business, the company provides bathroom furnishings, fixtures and shower enclosures for residential, commercial and institutional buildings. Its products are sold under its strong international brands Ideal Standard, Jado and American Standard (Asia/Pacific and Incesa), as well as leading local brands including Incesa Standard (Incesa), Armitage Shanks (UK), Ceramica Dolomite (Italy), Porcher (France and Incesa) and Vidima (Eastern Europe). The company employs some 18,000 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

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For more information, visit www.idealstandard.com or contact:

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