



News Release

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Ideal Standard International pioneers integrated design solutions concept and new mirror range for inside and outside the bathroom

Ideal Standard Simply U offers new dimension in personalised bathroom design and a mirror range with innovative hidden lighting system

BRUSSELS, BELGIUM – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, today announced the launch of Simply U, a new personalised design solutions concept for the bathroom based on individual choice and design preferences. Ideal Standard's Simply U was created by award-winning, design house Artefakt, based in Germany. In addition, the company also unveiled a new era in futuristic mirrors for the home, utilising hidden lighting systems that, when revealed, add amplified ambience in any room. The unique range of mirrors was developed for Ideal Standard by Italian architect, Matteo Baroni.

Individuality in the bathroom

The concept revolves around four different styles under the categories clear, natural, dynamic and intensive. These categories range from minimalist and functional to soft and emotional. Consumers will be able to pick and choose the pieces of their bathroom using a configurator tool, which was developed especially for Simply U. This unique, Internet-based tool enables consumers to select their preferred style, match it with furniture and accessories then instantly visualises what the bathroom will ultimately look like.

Simply U is a new and unique concept, which allows consumers to create their bathroom as an extension of their personality. Filip Van der Linden, EMEA vice president, ceramics at Ideal Standard International explains, "With this new concept, we feel we can reach out to consumers – from all walks of life - and offer them the opportunity to turn their bathroom into a relaxing environment that matches as much as possible their own individuality."

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Simply U is composed of 25 ceramic washbasins, furniture, 14 types of taps and four mirrors featuring a digital time and date display as well as optional integrated shelf accessories including lamps and beauty pampering accessories. The range is available in white with the option to add the Idealplus easy clean finish. Furniture is offered in three finishes: lacquered white or brown wood or walnut wood.

Simply U features several product innovations including the Ideal Flow hidden overflow system, eliminating sometimes unsightly waste catching overflow holes on washbasins. Once water levels are surpassed, depending on the specificity of the wash basin, the Ideal Flow system initiates the automatic opening of the water plug thus avoiding any overflow.

The new Simply U range will become available during the first quarter of 2008.

A 'reflection' of the future

Ideal Standard's new range of mirrors subtly incorporates a unique, innovative invisible light feature. When the light within the mirror is switched off, the product is simply a mirror, with no witness lines or shadows revealing the hidden light. When switched on, the mirror is transformed into an attractive feature adding ambience to any room in the home.

The mirror range is available in three styles: Traffic, Esse and Bubble. Each model has its own unique features. Traffic is available with different light shapes and colour options. Esse provides an ambient glow to the room together with a clear light for applying make-up and for general beauty pampering. With Bubble, Ideal Standard has for the first time integrated a "close-up magnifying" looking glass with lighting into the actual mirror.

Paul Frankish, EMEA vice president, furniture and accessories at Ideal Standard International, commented, "Matteo Baroni's futuristic mirrors are a clear reflection of Ideal Standard International's drive to bring the digital age into the bathroom. This is achieved by developing meaningful products that deliver consumer-friendly features, design integration and innovations ultimately turning the bathroom into a life space for pleasure and relaxation."

The mirror range will become available as of March 2008 in most European markets.

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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