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Ideal Standard International Names Catherine Teirlynck as Chief Marketing Officer

BRUSSELS, BELGIUM - Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, has announced the appointment of **Catherine Teirlynck** as Chief Marketing Officer. As a core member of the global leadership team, she is based at the company's global headquarters located in Brussels and reports to the CEO.

In this newly created role, Mrs. Teirlynck is responsible for the development and implementation of Ideal Standard International's global marketing strategy to build strong brand equity as well as to enhance innovation, driving forward the company's vision to bring the digital age into the bathroom, creating a lifespace for pleasure and relaxation. The company's products are sold under its strong international flagship brands Ideal Standard, Jado and American Standard (Asia/Pacific and Central/South America), as well as leading local brands including Armitage Shanks, Ceramica Dolomite, Incesa Standard, Porcher and Vidima.

Mrs. Teirlynck joins Ideal Standard international from Alcatel-Lucent's global headquarters in Paris, where she held the positions of vice president Marketing for the global corporation, for the EMAI Region, as well as for Alcatel's global Enterprise business, covering all aspects of the marketing mix, from strategy and product marketing to operational marketing.

Beginning her marketing career in IKEA, where she was responsible for launching IKEA stores in Belgium, Mrs. Teirlynck then moved into the consulting and advertising industry. She worked with VVL/BBDO as an account director responsible for a wide array of clients and started up BBDO/Retail, a marketing consultancy agency specializing in retail brands and channel marketing. She has gained wide industry recognition, being nominated "Marketeer of the Year 2005" in Belgium and winning international creative and marketing awards.

Commenting on Mrs. Teirlynck's appointment, John Rietveldt, CEO of Ideal Standard International, said, "*Catherine's broad-based marketing career, spanning regional and global positions in consumer as well as B2B market environments, makes her a great fit for our company.*"

A Belgian national, Mrs. Teirlynck holds a Masters Degree in Marketing Management from the Vlerick Management School, as well as a Masters in Literature from the University of Ghent, Belgium.

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

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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 17,300 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.

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