

FOR IMMEDIATE RELEASE – Tuesday, July 1, 2008

## **Ideal Standard International Appoints Vice President Italy, Egypt, Middle East and Gulf**

BRUSSELS, BELGIUM - Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, has announced the appointment of **Andrea Filippetti** as Vice President for Italy, Egypt, Middle East and Gulf, effective July 1st. Mr Filippetti will be responsible for actioning the market strategy, accelerating the overall business results and leveraging and growing the market position in Italy. He will also be responsible for leading and supporting the rapid growth plans we have in place for Egypt and the Middle East and Gulf region. Andrea will be a core member of the European Leadership Team and reports directly to John Rietveldt, Ideal Standard International's CEO.

Filippetti joins the company from Tele2, a leading Swedish-based telecoms consumer business, where he held the position of CEO Italy and VP South Europe. Prior to that Andrea worked at Black & Decker in a number of roles varying from sales and product management to Managing Director of Italy, VP Consumer Products for South Europe and VP Marketing for Europe, Middle East and Africa.

Commenting on the appointment, John Rietveldt said, "Andrea's extensive management and leadership skills, his track record in driving business growth utilizing his strong knowledge of consumer and customer behaviour and also his broad experience in operating with both multi-nationals and entrepreneurial venture capital driven companies makes him a great addition to our team."

Filippetti, an Italian national, holds a doctorate in Business Administration from the Yorker University (South Dakota – USA) and is based in Milan, Italy.

For more information, visit [www.idealstandardinternational.com](http://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 some 18,000 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.