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Ideal Standard International Makes a Splash in Beijing

Brussels, Belgium/Shanghai, China – Ideal Standard International, a leading provider of innovative and design-driven bathroom solutions, has equipped numerous Beijing stadiums and building projects for the 2008 Olympic Games. As one of the largest sanitary-ware suppliers of the new Beijing Olympics Stadiums, its water-saving technologies and award-winning design will help prevent excess water flow.

With four out of the five major stadiums featuring its products, Ideal Standard International has put its mark on the Beijing Olympic scene. The iconic **Water Cube**, the **National Stadium**, the **National Convention Center**, the **Olympic Digital Beijing Building** and the **Olympic Village** that will house the athletes have been built with cooperation from Ideal Standard International. This adds to a long list of 36 venues using Ideal Standard International's products that will host a wide range of sports disciplines. In Asia/Pacific the company's flagship brand is known as American Standard.

Olympic Green

Ideal Standard International's commitment to cutting-edge technology and its cooperation with award-winning designers has proven a successful recipe for products that are not only convenient to use, but also match the theme of green Olympics. Ideal Standard International offers water saving technologies which best support the environmental commitment of the event.

The Moments and Tonic Toilets, for example, feature advanced Family Health technology. Double Click technology provides easy control on how much water individuals want to use, and infra-red sensors help deliver the exact amount of water at the right time. These technologies are used in combination with Ideal Standard International bathroom collections created by world famous designers like David

Chipperfield (White Round Bowl Lava collection) and German designers ArteFakt (Tonic, Moments collections).

Ideal Standard International's Chief Executive Officer, John Rietveldt said, "*Our global reputation as a leading provider of innovative and design-driven bathroom solutions has made our close cooperation with so many Olympic building projects possible. To have such a significant presence at one of the world's greatest sports event, the Olympic Games, represents a huge achievement for the company.*"

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 some 18,000 people and is operational in over 30 countries. Ideal Standard International is governed by a Board of Directors.