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OFFER TO PURCHASE OR SUBSCRIBE FOR, ANY SECURITIES OF IDEAL STANDARD
INTERNATIONAL S.A.**

Ideal Standard International raises additional €25m 11.75% Senior Secured Notes due 2018

London, United Kingdom, May 13, 2011: Ideal Standard International S.A. (the "Company") today announces the pricing of an offering of an additional €25 million 11.75% Senior Secured Notes due 2018 (the "Additional Notes"). The Additional Notes will be issued on May 18, 2011 under the indenture dated April 28, 2011 pursuant to which €250.0 million of Senior Secured Notes due 2018 were issued. The net proceeds of the Additional Notes offering will be used for operational initiatives as well general corporate purposes.

The Company is pursuing this opportunistic offering in response to enquiry from investors and to access the currently favourable capital markets. There have not been any material changes to the Company's operations, financial condition or liquidity needs since the date of the indenture of April 28, 2011.

The Additional Notes have been offered to qualified institutional buyers pursuant to Rule 144A under the Securities Act of 1933, as amended, and outside the United States to certain non-U.S. persons pursuant to Regulation S under the Securities Act (and, if investors are resident in a member state of the European Economic Area, a qualified investor within the meaning of article 2(1)(e) of EU Directive 2003/71/EC).

About Ideal Standard International S.A.

The Company is a leading provider of innovative and design-driven bathroom solutions in Europe. The Company manufactures and distributes a broad range of branded bathroom products in more than 20 countries under the Ideal Standard, Armitage Shanks, JADO, Porcher, Ceramica Dolomite and Vidima brands.

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*The securities referred to herein have not been and will not be registered under the United States Securities Act of 1933 (the "**Securities Act**") and may not be offered and sold in the United States absent registration or an applicable exemption from the registration requirements of the Securities Act.*

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