



PRESS RELEASE

For Immediate Release

March 25, 2014

LIXIL Corporation

The CUBIA Single Lever Basin Mixer Becomes a Winner in the Red Dot Award: Product Design 2014, One of the World's Three Most Prestigious Design Awards

TOKYO, March 25, 2014 - LIXIL Corporation (Headquarters: Chiyoda-ku, Tokyo; President: Yoshiaki Fujimori), a global leader in the housing products and building materials industry, today announced that the CUBIA single lever basin mixer has been named a winner of a Red Dot Award: Product Design 2014. This is the first time LIXIL has entered the awards.

The Red Dot Award is an international design competition held by the Design Zentrum Nordrhein Westfalen in Germany and is one of the world's three most prestigious design awards along with the iF design award in Germany and the IDEA Awards in the United States. From among designs commercialized within the past two years, applicants were evaluated based on nine criteria, including the degree of innovation, functional ergonomics, durability and ecological compatibility. There were 4,815 entries from 53 countries in the Red Dot Award: Product Design 2014, from which the LIXIL CUBIA single lever basin mixer was chosen as a winner.

The heavy-set design, as if it were sculpted from a block of metal, of this single-lever basin mixer CUBIA spices up a sink space with its metallic texture. Its beautiful contours connect straight lines with supple curves like a single contiguous brush stroke, and inject a graceful expression into the hardness. The handle is thin and slightly rounded from the base to the tip to ensure ease of operation.

Equipped with the well-reputed "Eco handle" to cover the functional aspect, the CUBIA reduces energy consumption by preventing unnecessary use of hot water; instead water at room temperature is dispensed with the easiest-to-reach front position with this lever handle.

Junji Akita, Operating Officer and Leader of Device Business of LIXIL Corporation, said "Our product development philosophy is 'Sincere.' By using material that has been examined carefully and shaving unnecessary decoration, products are embodied in a form that pays homage to the essence of their functionality. This produces order, and naturally incorporates both elegance and sophistication. In

addition, the environment is also considered. This philosophy is evident in CUBIA as well. It incorporates a magnificent design that skillfully draws upon the natural characteristics of metal, with a solid feeling that draws skillfully on the beautiful characteristics of the metal material. This award is a great honor for us. We are not only becoming more confident, but we are also extremely proud that the design philosophy of LIXIL is leading the world. The award is encouraging for LIXIL, and we will further strive to improve our products and design into the future. In this way, we will continue to contribute to improving people's comfort and lifestyles.”

Additional Information

reddot design award <http://en.red-dot.org/>

About LIXIL Corporation

Led by President and CEO Yoshiaki Fujimori, LIXIL Group Corporation (TSE Code: 5938) is a listed holding company posting 1.4 trillion JPY in consolidated sales in FY March 2013. The Group is involved in a broad spectrum of housing-related businesses, ranging from the manufacture and sales of building materials and housing equipment to the operation of home centers and a network of homebuilding franchises.

LIXIL Corporation, a consortium of building material companies, is a core enterprise of the Group, generating 80% of consolidated sales. The largest housing and building materials company in Japan with a vast and unique business portfolio, it is a leader in eight market categories, with a 55% share in exteriors, 50% share in housing sashes and doors, 50% share in curtain wall and 40% share in sanitary ware. LIXIL is also a leading brand in tiles, bathroom furniture, and bathroom and kitchen units.

Launched in April 2011 under its present structure and name, LIXIL has been active in strategic acquisitions and partnerships in order to fortify and accelerate its growth globally. It currently operates in more than 30 countries through various brands offering a broad lineup of products and services. Permasteelisa, Gartner and Shanghai Meite, for example, spearhead our project business (building materials and curtain wall), while LIXIL, American Standard, Inax and Tostem brands provide an impressive product portfolio including kitchen units, bathroom fixtures, windows and doors. For more information about LIXIL Group, please visit <http://www.lixil-group.co.jp/e/>