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Maha El Kharbotly Named Chief Marketing Officer of American Standard Brands/LIXIL Water Technology Americas

PISCATAWAY, N.J. (October 13, 2015) — American Standard Brands announced today the appointment of Maha El Kharbotly to the newly created role of chief marketing officer for American Standard Brands/LIXIL Water Technology Americas.



Maha El Kharbotly has been appointed chief marketing officer of American Standard Brands/LIXIL Water Technology Americas. In this new role, she will oversee brand marketing and consumer insights, plus product marketing and design.

In this senior position, El Kharbotly will be responsible for brand marketing and consumer insights, as well as product marketing, product innovation and design. She brings more than 15 years of experience in the appliance and building products industry to this new position.

Prior to joining American Standard, El Kharbotly served as managing director and general manager for GROHE in the U.K. and Ireland, where she led the transformation of the U.K. business, increasing sales and profitability while gaining market share.



She also worked as global category director, showers and thermostats, for GROHE in Dusseldorf, Germany, as well as category and product management director for GROHE Americas. El Kharbotly also held various marketing, category management and brand management roles at Whirlpool Corporation, in addition to working at the Egyptian American Bank in Egypt over the course of her career.

“Maha brings a proven track record of innovative thinking and marketing acumen that will be an invaluable asset to our company,” said Steven Delarge, chief executive officer and president of LIXIL Water Technology Americas. “Her extensive expertise in building products marketing and brand management will give American Standard and the LIXIL Water Technology North America division an incredible edge in the marketplace. We are all delighted to welcome her to our team in this new position.”

El Kharbotly holds a B.S. in economics and an MBA in marketing from the University of Illinois at Urbana–Champaign.

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American Standard Brands make life healthier, safer and more beautiful at home, at work, in the community and throughout the world. Offering total project solutions for residential and commercial customers around the world with respected brands such as American Standard[®], DXV[™], Safety Tubs[®], Crane Plumbing[®], Eljer[®], Fiat[®] and Decorative Panels International[®]. American Standard Brands is owned by LIXIL Corporation (TSE Code 5938), and is part of LIXIL Water Technology business, which operates across 150 countries. The LIXIL Water Technology brands include: LIXIL, INAX, GROHE, American Standard, and JAXSON. Learn more at www.americanstandard.com, or follow us at twitter.com/AmStandard, <https://www.facebook.com/AmericanStandardPlumbing>.