

LIXIL Americas Names New Vice Presidents to Lead Iconic Plumbing Brands

Gene Barbato appointed to lead American Standard; Matthew Farwell tapped to drive DXV & GROHE

PISCATAWAY, N.J. (July 24, 2019) — LIXIL Americas, pioneer of water and housing products that solve everyday, real-life challenges, today announced two new positions that will drive brand-led growth and market share gains. Effective immediately, Gene Barbato has been named the new vice president of brand management for American Standard; Matthew Farwell has been selected as vice president of brand management for DXV and GROHE.

Both Barbato and Farwell are leading the organization to enhance the equity of the brands and accelerate breakthrough innovations. Each leader will have full profit & loss responsibility as well as accountability for creating a seamless brand experience across all touchpoints in the consumer journey.

“We’re excited to announce these organizational changes as the marketing organization within LIXIL realigns to drive brand growth across categories,” says Katty Pien, chief marketing officer, LIXIL Americas. “The moves are imperative, as there is a growing focus on being recognized by consumers as the most trusted and innovative water company, developing innovation in products and marketing to exceed consumer expectations.”

Gene Barbato, vice president, brand management for American Standard

In this newly created position, Barbato will report to Pien, and is responsible for developing and delivering the overall American Standard brand growth plan, inclusive of all areas of the marketing mix.

Barbato brings more than 20 years of marketing experience in the consumer packaged goods and healthcare industries working across a diverse set of brands and categories. Prior to joining LIXIL, Barbato was the U.S. wellness lead for Pfizer Consumer Healthcare where he drove all aspects of brand development, communications, profit & loss, agency management, innovation and business delivery.

Barbato holds a B.A. in Political Science from The University of California, Los Angeles and an M.B.A. from New York University, Stern School of Business.

Matthew Farwell, vice president, brand management for DXV and GROHE

As steward for both brands, Farwell will also report to Pien and steer the progressive vision for the iconic properties in the portfolio. From growth to tactical marketing, Farwell will oversee all functional areas related to the brands.

Prior to his current position, Farwell served as senior managing director for GROHE, responsible for the development and execution of the GROHE brand strategies across the Americas, with responsibility for working across all functional areas related to the brand. Previously, he was senior director of national accounts, at LIXIL, responsible for strategic planning and implementation of programs across all Ferguson market segments for the American Standard, DXV and GROHE brands.

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Farwell holds an E.M.B.A. from the University of Western Ontario and a B.A. in economics from King's University College.

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ABOUT LIXIL

LIXIL makes pioneering water and housing products that solve everyday, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; design, an entrepreneurial spirit, a dedication to improving accessibility for all, business growth. Our approach comes to life through industry leading brands, including LIXIL, GROHE, American Standard, INAX, and TOSTEM, as well as specialty brands such as DXV. Over 70,000 colleagues operating in 150 countries are proud to make products that touch the lives of more than a billion people every day.

LIXIL of the LIXIL Group Corporation (TSE Code: 5938), the listed holding company for LIXIL's portfolio of businesses.

Learn more at www.lixil.com, www.facebook.com/lixilgroup and www.linkedin.com/company/lixil-group.

ABOUT AMERICAN STANDARD

American Standard makes life healthier, safer and more beautiful at home, at work and in our communities. For more than 140 years, the brand has innovated and created products that improve daily living in and around the bathroom and kitchen for residential and commercial customers. It has been recognized with 83 product innovation and design awards in the past five years. American Standard is part of LIXIL, a global leader in housing and building materials products and services. Learn more at americanstandard.com, or follow us at facebook.com/AmericanStandardPlumbing, twitter.com/AmStandard, youtube.com/AmericanStandard01, Pinterest.com/amstandard, Instagram.com/american_standard.

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ABOUT DXV

DXV is a portfolio of luxury bath and kitchen products that reimagines the most influential design movements during the past 150 years: Classic (1890-1920), Golden Era (1920-1950), Modern (1950-1990), and Contemporary (1990-Present). The brand has been recognized with more than 15 product innovation and design awards in the past four years. DXV is part of LIXIL, a global leader in housing and building materials products and services. Learn more at www.dxv.com, or follow us at facebook.com/dxv, twitter.com/DXV, youtube.com/DXVLuxury, pinterest.com/dxv, instagram.com/dxvluxury.

ABOUT GROHE

GROHE is the world's leading provider of sanitary fittings and a global brand, dedicated to providing innovative water products. For many decades, GROHE has been committed to the brand values of technology, quality, design and sustainability that all illustrate GROHE's commitment to creating exceptional experiences and to delivering "Pure Freude an Wasser" (Pure Enjoyment of Water). The success of GROHE has been recognized with around 300 design and innovation awards in the past 10 years alone. GROHE is part of LIXIL, a global leader in housing and building materials products and services. GROHE America has an office located in the heart of the Flatiron district that houses the [GROHELIVE!](https://www.grohelive.com) Center, an interactive showroom created for inspiration and collaboration. Learn more at www.grohe.us, or follow us at facebook.com/groheUS, twitter.com/grohe_US, youtube.com/user/GroheAmerica, instagram.com/grohe_us/.