



HALEKULANI PARTNERS WITH TOTO USA, INC. TO INTEGRATE AN INTUITIVE, HIGH-TECH LUXURY SPA MASTER BATH IN NEW ORCHID SUITE

The Orchid Suite's Exclusive "White Algae Body Cocoon" Treatment Designed by SpaHalekulani Features the NEOREST Luxury Bath Collection, TOTO's flagship luxury brand.

FOR IMMEDIATE RELEASE

HONOLULU, HI, September 24, 2009 – Halekulani, Hawaii's acclaimed luxury hotel, renowned for its superior caliber of industry partnerships where quality, style and services create a luxurious guest experience unparalleled, has announced yet another leading collaboration with TOTO USA, INC. The newly unveiled Orchid Suite, as part of the *Premier Suites at Halekulani*, boasts North America's first comprehensive full-line installation of the state-of-the-art TOTO NEOREST Luxury Bath Collection; a high-tech, intuitive spa master bath that is designed to customize the needs and preferences of each guest within this most intimate of environments.

"Halekulani and TOTO share a synergistic commitment to quality, design and luxury," said Gerald Glennon, General Manager of Halekulani. "In designing the new Orchid Suite and its SpaHalekulani wellness program, the collaboration with TOTO was dynamic. Guests of the Orchid Suite consider the TOTO spa master bath, a suite within the suite, it's that extraordinary."

Halekulani's new Orchid Suite, designed by Wimberly Allison Tong & Goo (WATG), is nestled along Waikiki Beach in an unrivaled natural setting, commanding majestic views of Diamond Head and the cossetting Pacific Ocean. It embodies three of Halekulani's elemental values: Wellness (mind, body and spirit), Connoisseur (fine cuisine) and Masterworks (the arts), and the suite espouse the harmonious qualities of land, sea and sky within which it is enveloped. Guests are afforded the opportunity to experience unique and expansive wellness treatments featuring the TOTO NEOREST Luxury Bath Collection, notably the NEOREST Air Bath and NEOREST Shower Tower. The signature "White Algae Body Cocoon," designed by the award-winning SpaHalekulani is exclusively available to guests of the Premier Orchid Suite and inspired by the superior technology and design of TOTO.

"The convergence of innovation, design elegance, precision engineering, and unparalleled performance makes the luxury NEOREST Bath Collection not only beautiful, but also intuitive and intelligent, synonymous to the experience of Halekulani" said Lenora Campos, TOTO spokesperson. "These elegant spa master bath products and features anticipate a guest's needs and desires with quick unobtrusive efficiency."

The Orchid Suite's exclusive *White Algae Body Cocoon* is a unique pampering body treatment designed by SpaHalekulani using Osea's unique blend of sea nutrients and essential oils. This effective ocean formula provides refined and optimal internal and external well-being, employing the power of the sea and its calcium-rich plant life, to condition, replenish and balance the skin. The journey begins with an Algae Body Scrub gently applied for full body exfoliation. After relaxing in a Therapeutic Lavender TOTO NEOREST Air Bath the experience continues with a white algae body cocoon using the rare and pure white gigartina seaweed. While the wrap is deeply nourishing the body, a relaxing cranial massage and reflexology for the feet is performed. The guest then enjoys the TOTO NEOREST Shower Tower with Rainshower, Body Sprays and Hand Shower followed by an all-over body ocean appliqué using rich and pure oils of Macadamia, Kukui Nut, Sesame and Rosehip. Following the invigorating SpaHalekulani "White Algae Body Cocoon" treatment, organic local Island Bush Tea is served in the Orchid Suite's Steinway Lyngdorf custom audio theatre where the guest enjoys a thirty-minute sound therapy under soft lights, choosing from a diverse and exotic repertoire of musical selections, all stunningly reproduced on the world's finest nine-point audio phonic sound system.

“TOTO is proud to launch this groundbreaking partnership with Halekulani, a brand that shares our passion for the unexpected and the extraordinary,” said Lenora Campos, TOTO spokesperson. “The NEOREST Collection offers celebrities and jet setters the ultimate intelligent bathing experience, and the Halekulani is the influential and innovative lifestyle authority. Its Orchid Suite offers the finest and most luxurious accommodation in the hospitality industry today, making it the ideal setting for the NEOREST Bath Collection’s first full-line installation.”

In Quest of the Best

TOTO began its journey toward the creation the NEOREST suite of intelligent products in 1988 when it undertook the development of a new toilet that would represent the pinnacle of achievement in every design category:

- Technology
- Innovation
- Personal Cleansing
- Flushing Systems
- Aesthetics
- Water Efficiency
- Easy Maintenance

Released in Japan to celebrate TOTO’s 75th or Diamond Anniversary in 1992, the company continued to refine the NEOREST integrated toilet, and, in 2003, introduced the NEOREST 600 to the US market. In 2006, the company completed the NEOREST collection with the introduction of a suite of products each of which represents an unparalleled feat of design and engineering prowess:

Designed to bring back the art of the bath, the NEOREST Airbath is intended to be enjoyed by two with padded neck rests and cascading water to gently warm and soothe their upper body; its LCD control panel remembers and carries out guests’ every command and keeps them from being lonely by vocalizing their commands. Champagne bubble massage and chromo-color therapy round out this revitalizing experience.

Exemplifying the art of simplicity and function, the NEOREST Shower Tower is one simple, graceful line that rises from wall to overhead and offers three perfect ways for Orchid Suite guests to envelop their bodies in tranquil warmth – relaxing overhead rain shower, hand shower, and full body sprays, all the while remembering their preferred water temperature,

The first toilet of the 21st century, the auto-aware NEOREST 600 responds to guests by opening its lid when they approach – when they leave, it automatically closes and flushes. Its integrated personal cleansing system brings the ultimate in cleanliness and comfort to their fingertips via remote control.

With an integrated automatic sensor faucet, the NEOREST Lavatory greets guests by releasing their preferred temperature of silk-like cascading water flow when they approach. The design lines of the unique lavatory were created to imitate the flow of water as it cascades from the faucet.

No detail is insignificant when it comes to creating the most luxurious experience – in style or substance. That’s why every NEOREST Accessory, down to the smallest robe hook, echoes the NEOREST design philosophy.

The Premier Suites at Halekulani, featuring the new *Orchid Suite*, offers guests an extraordinary arts and cultural program called *For You Everything* and *Art in Motion*. Guests of the three luxury suites are offered keys a brand new Maserati GranTurismo and Bentley Continental GTC. Guests may experience these cars first hand all, complimentary with a stay in one of the *Premier Suites at Halekulani*.

The Premier Suites at Halekulani are each available for \$7,000 per night, and reservations can be made directly, or by travel professionals. For further information, please call 808-931-5005 or visit Halekulani’s website at www.halekulani.com.

About TOTO

TOTO is the largest plumbing manufacturer in the world with over \$4.5 billion in annual sales and 80 affiliated production facilities globally. Since 1917, TOTO Ltd., Japan, has been a pioneer in high-performance plumbing systems that bring consumers superbly designed products that are water and energy efficient. In 1989, TOTO brought its innovative technology and commitment to excellence to the US market. A full line manufacturer of luxury plumbing products that optimize healthful living, TOTO USA, INC.'s success derives from its unsurpassed commitment to quality, reliability, technological innovation, and sustainability -- a commitment that pushes the company beyond industry standards. The winner of numerous domestic and international awards and recognitions, TOTO USA is certified by ISO 14001: 2004 and ISO 9001: 2000. The only plumbing manufacturer to be honored as Water Efficiency Leader by the Environmental Protection Agency, TOTO seeks perfection by design as it continuously innovates sustainable water technologies that enhance the lives of its customers and the environment. For more information, consumers may visit www.totousa.com or call 1.888.295.8134.

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About Halekulani

Halekulani, which celebrates its 25th Anniversary in 2009, is the recipient of innumerable awards, honoraria and accolades. Consistently ranked among the world's best hotels, Halekulani is a member of The Leading Hotels of The World and a strategic partner with Imperial Hotel, LTD of Tokyo. *Travel + Leisure* ranked Halekulani as #1 hotel in Oahu and #19 worldwide in 2007; while naming the *Vera Wang Suite at Halekulani* one of the 50 most romantic destinations in the world. In addition, *SpaHalekulani*, which pays homage to the healing cultures of Hawaii, Asia and the South Pacific by creating a cultural, emotional and spiritual well being experience, earned the coveted Mobil Four-Star rating, the highest rating bestowed upon any spa by the Mobil Travel Guide, was named a "Leading Spa of the World" as well as the #2 best resort spa in North America by *Conde Nast Traveler*. Halekulani's fine dining restaurant, La Mer, is Hawaii's longest ranked AAA-Five Diamond restaurant, holding this esteemed rating for nineteen consecutive years.

Halekulani is managed by the Hotels and Resorts of Halekulani, a brand management division of the Honolulu-based Halekulani Corporation, which also manages newly redesigned Waikiki Parc Hotel. For reservations and information contact your travel planner, or the hotel at (800) 367-2343 or (808) 923-2311. Reservations can also be made through Halekulani's website at www.halekulani.com.

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