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FOR IMMEDIATE RELEASE

American Standard Updates and Relaunches Safety Tubs® for Kids™ Models at ABC Kids Expo

- People's Choice award at KBIS forecasts similar reception at ABC Kids Expo
- New design features include improvements for bathing larger toddlers and providing additional safety features

Dallas, TX (August 9th, 2010) - Safety Tubs®, a division of American Standard and inventor of acrylic walk-in bathtubs, Safety Showers™ and Safety Tubs for Kids™, announced plans to unveil its improved and production ready versions of Safety Tubs for Kids™ models at the ABC Kids Expo, October 10 – 13, 2010 at the Las Vegas Convention Center.

The new models will feature increased tub volume, a new, more durable and streamlined adjustable steel frame and safety bars mounted to the tub surface. New molded designs for boys and girls will be showcased. Safety Tubs Kids will also introduce a flat-faced version of the tub with “gender neutral” removable graphics featuring well-known characters and designs that compliment the décor and tastes of many homeowners.



Safety Tubs® will be unveiling their second generation of Safety Tubs for Kids™ at the ABC Kids Expo in Las Vegas, October 10-13, 2010. The new models will sport new safety and comfort features, both for kids and parents alike.

“After the wonderful reception these products received at KBIS this spring, we’re looking forward to showcasing the latest models at ABC Kids Expo this fall,” states Rob Buete, Vice President and General Manager of American Standard’s Safety Tubs Companies. “We feel that the numerous improvements we’ve made to the tubs, including comfort and safety features for child and parent alike, will resonate with ABC Kids Expo attendees and generate a lot of interest. We’re anticipating a busy fall for our Safety Tubs for Kids manufacturing facilities.”

New Products announced for ABC Kids Expo, 2010

The latest Safety Tubs for Kids models are expected to be in retail locations by November, in time for the holidays.

About Safety Tubs, LLC

Safety Tubs®, a division of American Standard, Inc. and the original manufacturer and inventor of acrylic walk-in bathtubs, is headquartered in Dallas, TX. Safety Tubs pioneered the manufacturing process for acrylic walk-in bathtubs with built in 17-inch chair height seats as well as the Safety Shower™ and Safety Tubs for Kids™. For more information on Safety Tubs, visit www.SafetyTubs.com or call toll free: (877) 304-2800.

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