



## FOR IMMEDIATE RELEASE

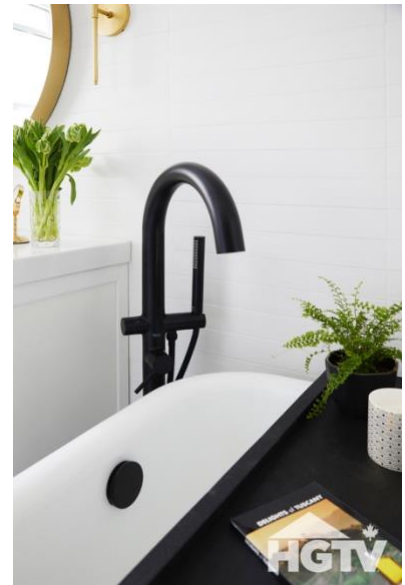
# American Standard Kicks-Off Integrated Partnership with Corus Entertainment's HGTV Canada

*Bathroom and Kitchen plumbing fixtures will play a starring role on multiple series on HGTV Canada*

**MISSISSAUGA, ON.** February 18, 2020 — American Standard, part of the LIXIL Corporation, maker of pioneering water and housing products, is pleased to announce that the company will become the official supplier of kitchen and bath plumbing fixtures for multiple television series on Corus Entertainment's HGTV Canada. The partnership includes the popular series *Save My Reno*, which premieres on February 18 at 9 p.m. ET and 9:30 p.m. PT and brand new show *Family Home Overhaul*, featuring 14 of the network's top contractors and designers starting April 26 at 10 p.m. ET/PT.

"It's an exciting time for American Standard to be partnering with HGTV Canada," said Val Malone, President & General Manager for LIXIL Canada Inc. "There are so many different American Standard products that are leading the way when it comes to residential kitchen and bathroom design. By showcasing our innovative and design-savvy products through these shows, we hope to inspire viewers and demonstrate how American Standard can help elevate the home's complete look, from the kitchen to the master bathroom."

Products that will be featured throughout the series include the Beale MeasureFill™ pull-down kitchen faucet, the first on the market to deliver an adjustable set volume of water on demand. American Standard's sleek Studio S bathroom and kitchen collection, in a fashionable matte black finish, will also make an appearance, completing the stylish home renovations.



American Standard is no stranger when it comes to working with some of the industry's biggest names who are part of HGTV Canada's celebrity roster. The new partnership adds to the current collaboration with contractor Kate Campbell, a long-time guest star on several HGTV Canada programs.

"Having a trusted household legacy brand like American Standard join us on multiple home and renovation series on HGTV Canada is a natural fit," said Barb McKergow, Senior Vice President of National Revenue, Corus Entertainment. "American Standard provides excellent solutions to design challenges within our extensive catalogue of lifestyle content. The breadth of their collections continues to allow us to integrate their products seamlessly into our Canadian original series."

Beyond product integration on both shows, the partnership will also include digital and social activations. Audiences can tune in to HGTV Canada or check out [HGTV.ca](http://HGTV.ca) to see American Standard in featured episodes and resource guides.

To learn more about American Standard products, visit [americanstandard.ca](http://americanstandard.ca).

- 30 -

**Contacts:**

Grace Hyslop, Flying Camel  
For LIXIL Canada  
American Standard, DXV, GROHE  
(289) 337-0560 ext. 106  
[grace@flyingcamel.com](mailto:grace@flyingcamel.com)

Erin McKay, Flying Camel  
For LIXIL Canada  
American Standard, DXV, GROHE  
(289) 337-0560 ext. 103  
[erin@flyingcamel.com](mailto:erin@flyingcamel.com)

**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.ca](http://americanstandard.ca), or follow us on [Facebook](#), [Twitter](#), and [Instagram](#).

**ABOUT LIXIL**

LIXIL is a global leader in the housing and building industry. Our unique portfolio spans everything from technologies that revolutionize how we interact with water in our daily lives, to a full lineup of products and services for housing and major architectural projects. Delivering core strengths in water, kitchen, housing, and building technologies, our brands including LIXIL, American Standard, GROHE, DXV, INAX, and Permasteelisa are leaders in the industries and regions in which they operate. LIXIL operates in more than 150 countries and employs more than 70,000 people, bringing together function, quality, and design to make people's lives better and more delightful – wherever they are. Learn more at [www.lixil.com](http://www.lixil.com) and follow us on [Facebook](#) and [LinkedIn](#).

**About Corus Entertainment Inc.**

Corus Entertainment Inc. (TSX: CJR.B) is a leading media and content company that develops and delivers high quality brands and content across platforms for audiences around the world. Engaging audiences since 1999, the company's portfolio of multimedia offerings encompass 34 specialty television services, 39 radio stations, 15 conventional television stations, a suite of digital assets, animation software, technology and media services. Corus is an established creator of globally distributed content through Nelvana animation studio, Corus Studios, and children's book publishing house Kids Can Press. The company also owns innovative full-service social digital agency so.da, and lifestyle entertainment company Kin Canada. Corus' roster of premium brands includes Global Television, W Network, HGTV Canada, Food Network Canada, HISTORY®, Showcase, National Geographic, Disney Channel Canada, YTV, Nickelodeon Canada, Global News, Globalnews.ca, Q107, Country 105, and CFOX. Visit Corus at [www.corusent.com](http://www.corusent.com).