



Contact:

DRS and Associates

David Schlocker

T: 818.981.8210 / F: 818.981.8220

E: david@drsandassociates.com

FOR IMMEDIATE RELEASE:

Thursday, April 22, 2010

**Caroma® Extends “One Flush Makes a Difference” Promotion
to Honor Earth Day**

Bathroom water conservation leader offers 50% off high efficiency toilets throughout May

Surrey, British Columbia – To help encourage water conservation and celebrate Earth Day, Caroma has extended the “One Flush Makes a Difference” promotion throughout the month of May. As the worldwide leader in high efficiency dual flush toilets for commercial and residential use, Caroma initially began the promotion to observe April as Earth Month. To receive a coupon for 50% off the list price of any Caroma toilet at participating retail locations, customers can visit www.caromausa.com/oneflush.

The energy savings associated with water conservation equates to approximately 2.9 billion kilowatt hours per year or enough energy to meet the needs of roughly 260,000 U.S. households for an entire year. With the production of one kilowatt hour of electricity producing an average of 1.72 pounds of CO2 emissions, the reduction in pollutants could equal 2.5 million tons per year. Therefore that reduction in CO2 emissions has the same effect of removing approximately 423,000 cars per year from US highways.

“Due to the overwhelming response and support for this promotion, Caroma is now offering this discount until the end of May in an effort to encourage even more consumers to upgrade to high efficiency dual flush toilets,” stated Derek Kirkpatrick, Caroma North America General Manager. “Conservation is a daily commitment for the environmentally aware; so it made sense to continue the promotion beyond Earth Day and Earth Month.”

For consumers looking to learn the potential advantages of installing a high efficiency toilet, Caroma offers free downloadable water saving and conservation calculating files at www.caromausa.com/calculator. Using these files, the following examples were created to illustrate the effectiveness of high efficiency toilets:

- If one person uses a high efficiency toilet for one year, they can save approximately 330 gallons of water (based on the average three times a day flush). If the toilet is from the 1980s, when new toilets were regulated to use 3.5 gallons of water per flush, 2,410 gallons per year could be saved by switching to a HET toilet.
- If five people replaced their old 3.5 gpf toilet, over 12,000 gallons of water or the equivalent of 300 twenty minute showers could be saved.

-more-



- If 2,000 people with new toilets switched to a HET toilet, in one year an Olympic sized swimming pool could be filled with the water saved: 660,430 gallons!
- If 50% of the 238 million toilets in the U.S. that are high-flow (3.5 gallons per flush or more) were converted to a dual flush toilet, 1.4 trillion gallons of water could be saved per year!

As the industry leader in high efficiency toilet (HET) technology, Caroma was the first to develop dual flush systems. Caroma dual flush toilets currently surpass both the U.S. federal requirement of no more than 1.6 gallons of water per flush (gpf) for new toilets and the North American high efficiency toilet (HET) standard of 1.28 gpf. All Caroma dual flush toilets include two buttons for flushing; the half flush which uses 0.8 gpf for liquid, and the full flush which uses 1.28-1.6 gpf (depending on the model) for solids. With an average flush volume of 0.9 gpf, Caroma toilets boast the lowest water consumption in the market today and come in a variety of stylish modern designs that add to the décor of any bathroom.

Founded in 1941, Caroma remains the world leader in quality and innovative bathroom products. In 1982, Caroma revolutionized bathroom water conservation by introducing the first dual flush toilet system to the world. By leading the industry with 47 WaterSense labeled toilets, more than any company in the market, and providing water conserving toilet and urinal solutions to residential and commercial markets, the award-winning Caroma products help preserve the world's most valuable resource – water. Combining quality, water saving innovations, aesthetic appeal and superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish designs. Visit Caroma on the web at www.caromausa.com. For additional information, please contact DRS and Associates at 818.981.8210 or www.drsandassociates.com.

###