



Press Release

Media Contact:

Cathy McFadden

(503) 747 3899

cmcfadden@lthmarketing.com

Caroma Donates Products to Support Make It Right

High efficiency toilets provide water conservation to New Orleans

HILLSBORO, OREGON – April 10, 2009 – Caroma, the leader in dual flush toilets, urinals, and stylish bathroom sinks, announced their donation of \$157,000 to Brad Pitt’s Make It Right Foundation, which was launched in December of 2007 to build 150 affordable, sustainable homes in New Orleans’ Lower 9th Ward for residents impacted by Hurricane Katrina.

Hurricane Katrina devastated New Orleans in August 2005. The Lower 9th Ward was a low income neighborhood that wasn’t sure it would be able to rebuild following the hurricane. Make It Right was one organization created to help the redevelopment of the Lower 9th Ward by rebuilding an area of safe and healthy homes with an emphasis on a high quality design while preserving the community’s culture.

Rebuilding the area to help conserve environmental resources was also important. As part of the efforts, Caroma has donated \$157,000 in high efficiency toilets. “We are extremely pleased to help the Lower 9th Ward by having 330 Caroma dual flush toilets installed,” states Derek Kirkpatrick, Caroma North America General Manager. “With an average flush volume of 0.96 gallons per flush, the toilets will help save more than 18,000 gallons per year for an average family of four. After such destruction, it is very rewarding to see a community pull together to not only rebuild, but also to rebuild to protect the environment, and Caroma is extremely proud to be part of this life-changing event.”

“On behalf of Brad Pitt and the Make It Right Foundation, we are thrilled to be part of Caroma’s endeavors to provide toilets to help rebuild New Orleans while conserving water,” says Tom Darden, Executive Director of the Make It Right Foundation. “We rely on the support of organizations like Caroma and cannot thank them enough for helping us to rebuild this great city.”

Caroma

Since 1941, Caroma has been a world leader in quality and innovation of bathroom products, continually providing reliable, high efficiency toilet suites and urinals and stylish sinks. With 41 WaterSense labeled toilets – more than any company in the industry - and complimentary, stylish sinks, Caroma offers award-winning products that help preserve the world's most valuable

resource - water. Combining quality, water-conserving products with superior customer service, Caroma has been chosen by businesses and households worldwide for exceptional performance and stylish design. The company can be contacted by phone at 1 800 605 4218, via email at info@caromausa.com, or on the Web at www.caromausa.com.

High resolution images available. Contact Cathy McFadden at cmcfadden@lthmarketing.com.

About Make It Right

Make It Right is committed to building 150 sustainable, affordable homes in New Orleans' Lower 9th Ward, incorporating high-quality design and construction while preserving the spirit of the community's culture. The Lower 9th Ward was one of the most devastated areas of New Orleans due to Hurricane Katrina. Make It Right, launched by Brad Pitt in December Of 2007, is a catalyst for recovery and redevelopment throughout the Lower 9th Ward and across the city of New Orleans. For more information on the Make It Right Foundation, please visit www.MakeItRightnola.org.