



Press Release

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Caroma Receives *Popular Mechanics* Product Breakthrough Award

Maximizing water conservation in the bathroom

www.popularmechanics.com/breakthrough08

HILLSBORO, OR (Oct. 15, 2008) – Tonight, *POPULAR MECHANICS* will announce the winners of its fourth annual Breakthrough Awards at a ceremony at Hearst Tower in New York City. Sponsored by Bristol-Myers Squibb, the Breakthrough Awards celebrate innovations poised to change the world, and the personalities behind them.

Caroma, the leader in dual flush toilets, high efficiency urinals, and stylish sinks receives the Breakthrough Product Award for its unique design for water conservation.

Breakthrough Product Awards: Setting Benchmarks in Design, Creativity and Engineering

- **Caroma Profile Smart dual flush toilet:** Graywater systems can sharply reduce water usage in the home without any sacrifice in convenience. This clever system directs the fresh water through the integrated faucet for hand washing. It then drains from the sink into the tank for the next flush. It's a way to bring smart, green design into everyday life. Currently available in Australia only.

“This year’s roster of winners is especially diverse, from high-tech winners such as the 300-mpg Aptera vehicle of the future, to low-tech innovations like rugged wheelchairs for the developing world,” said James B. Meigs, editor-in-chief of *POPULAR MECHANICS*. “With the energy crisis escalating and the increased focus on climate change and the need for conservation, it is especially rewarding to showcase winners who are making breakthrough contributions in these fields. These winners, such as the Caroma Profile Smart, are applying brilliant design and engineering to improve the lives of others.”

“Water conservation has always been the critical foundation to Caroma’s research and development efforts,” states Derek Kirkpatrick, North America Manager. “The Profile Smart is the first of its kind, incorporating a unique integrated dual flush push button and spout combination designed to lower total bathroom water usage. This exciting innovation is helping Australia with their severe drought situation and will be introduced in North America in 2009.”

Criteria and Evaluation

In selecting the candidates and winners of the 2008 Breakthrough Awards program, the editors of *POPULAR MECHANICS* (PM) canvassed a large range of experts and academics to come up with a list of worthy nominees. Members of PM's Board of Advisers reviewed the nominations to help the editors of *POPULAR MECHANICS* choose the winners.

A complete report of the Breakthrough Awards will be published in the November issue of *POPULAR MECHANICS* (on newsstands Oct. 14, 2008). High-resolution images of the winners as well as full conference coverage will be available upon request and at www.popularmechanics.com.

About 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.

POPULAR MECHANICS

Popular Mechanics (www.popularmechanics.com) is a magazine that helps readers master the modern world. In addition to providing hands-on coverage of personal technology, cars and home improvement, *PM* reports in-depth on the science and technology behind major issues -- including such stories as disaster planning, hydrogen fuel and other energy alternatives, military expenditures and digital privacy. Each month, nearly 9 million readers turn for advice and news to the magazine's editors and contributors, who include Jay Leno, astronauts Buzz Aldrin and Tom Jones and roboticist Daniel H. Wilson. In addition to its U.S. flagship, *Popular Mechanics* publishes nine editions around the world. *Popular Mechanics* is published by Hearst Magazines, a unit of Hearst Corporation (www.hearst.com) and one of the world's largest publishers of monthly magazines, with nearly 200 editions around the world, including 18 U.S. titles and 20 magazines in the United Kingdom, published through its wholly owned subsidiary, The National Magazine Company Limited. Hearst reaches more adults than any other publisher of monthly magazines (75.6 million total adults, according to MRI, Spring 2008).

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