



Press Release

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Paul Lichtenstein Joins Caroma Team

Appointment signifies Caroma's continued growth in stylish water conservation products

HILLSBORO, OREGON – September 2, 2008 – Caroma, a leader in dual flush toilets and stylish bathroom sinks, today announced the appointment of Paul Lichtenstein as Business Development Manager for the United States Northeast region. Lichtenstein will report to Caroma North American Manager, Derek Kirkpatrick.

Lichtenstein's responsibilities include developing sales, product awareness, and distributions strategies in new and existing market segments in the Northeast to expand Caroma's position as a leader in bathroom and environmentally-friendly products. He will develop go-to-market activities and work with manufacturer's representatives to enhance market expansion and penetration.

"We are pleased to welcome Paul to the Caroma team," states Derek Kirkpatrick. "His experience in the plumbing industry and extensive knowledge of sales and marketing will be a substantial benefit to Caroma. We look forward to continued growth in his region with multiple audiences, including government, architects and engineers, hotel chains, and much more."

Lichtenstein brings more than 23 years of sales and customer relationship plumbing experience to Caroma. Most recently, he served as Director of Commercial Sales at Mansfield Plumbing Products, responsible for defining and establishing a commercial sales division. Prior to Mansfield, Lichtenstein spent nearly four years at American Standard, another large plumbing manufacturer, focusing on strategic accounts, the commercial segment, and the distribution channel.

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 sinks. With over 30 WaterSense-approved 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 or (503) 681 2720, via email at info@caromausa.com, or on the Web at www.caromausa.com.

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