



Press Release

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Caroma's Donation to Help the Arts

Supporting low income artists at Working Artists Ventura while protecting the environment

HILLSBORO, OREGON – August 19, 2008 – Caroma, the leader in dual flush toilets and stylish bathroom sinks, is pleased to donate sinks and high efficiency toilets to Working Artists Ventura (WAV), a state-of-the-art community designed for artists and creative businesses. WAV will offer affordable living and working space for over a hundred artists of every kind: painters, sculptors, dancers, poets, musicians, filmmakers, and more. The WAV project will include 69 affordable housing units and 6000 square feet for arts-friendly businesses including coffee houses, galleries, sidewalk cafes, etc.

PLACE, an ethical nonprofit development organization, works to create sustainable communities. The nonprofit has launched the WAV project as a joint venture with the City of Ventura, Ventura County, and the State of California. The goal is to create LEED™ living and working spaces with a healthy, affordable, and sustainable community. While considering the products to be used in the project, Chris Velasco, President of PLACE, was looking for the best in the world. "We knew Caroma was one of the best, and we are extremely pleased to receive the donation," stated Velasco. "I have Caroma dual flush toilets in my home, and they really work. It's a beautiful fixture, and it works so much better than the 3.5 gallon toilet I grew up with."

Building a sustainable community to the highest standards of green building technology means "green" products are required. "Caroma's water-conserving toilets can save more than 40% on water usage compared to many toilets on the market," explains Velasco. "By installing more than 100 Caroma toilets, we will be saving hundreds of thousands of gallons of water per year...just from these toilets."

According to Derek Kirkpatrick, Caroma North America Manager, "We are extremely proud to be donating sinks and toilets to the WAV project. The joint venture is creating a model for the rest of the country: it is possible to create affordable housing that is environmentally responsible. The arts provide communities with new and exciting experiences, and helping the environment as part of the process makes a great combination. Caroma has been promoting water conservation with high efficiency toilets and urinals for more than 20 years, and to help the WAV project with a LEED-certified community is exciting."

The first units are expected to receive tenants beginning September 1, 2009. For more information about PLACE, visit their web site at www.place.us or send an email to info@placeonline.us.

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 36 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, via email at info@caromausa.com, or on the Web at www.caromausa.com.

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