



Press Release

Media Contact:

Cathy McFadden

(503) 747 3899

cmcfadden@lthmarketing.com

Caroma: The Leader in WaterSense Labeled HETs

Maximizing water conservation with 47 WaterSense Labeled toilets

HILLSBORO, OREGON – August 5, 2009 – Caroma, the leader in high efficiency toilets (HETs), urinals, and stylish bathroom sinks, has increased the number of WaterSense Labeled toilets to 47, more than any manufacturer. WaterSense is a partnership program sponsored by the U.S. Environmental Protection Agency to make it easy for Americans to save water while protecting the environment.

The WaterSense program is designed to identify high performance water efficient toilets that can preserve precious water resources by reducing water use in the home. Being WaterSense labeled means a toilet saves at least 20% more water than the current federal standard of 1.6 gallons per flush.

Caroma has 47 WaterSense labeled toilets. All floor-mount toilets have passed testing, including the 2009 introduction of the Profile Smart with integrated sink and the 2008 introductions of the Sydney Smart and Sydney Low Profile ranges. The Profile Smart and Sydney Smart, the most water efficient dual flush toilets in the marketplace, introduced advanced technology to use 1.28 gallons for a full flush (solid waste) and 0.8 gallons for liquid and paper waste, averaging less than 0.9 gallons per flush. Caroma's other high efficiency toilets use only 0.96 gallons per flush. Caroma Smart™ technology saves the average family of four nearly 30,000 gallons of water every year compared to the common five gallon toilet and more than 5,000 gallons per year compared to the nationally mandated 1.6 gallon toilet!

Headquartered in drought-stricken Australia, Caroma has been a leader in water conservation for more than 25 years and continues to develop innovative technologies that conserve water without sacrificing performance. The Caroma Smart technology is used in the Sydney Smart range, the recently introduced Profile Smart with integrated sink, an upcoming product announcement in August 2009, and is also used in the high efficiency urinals: Cube³ Ultra one pint urinal and the H₂Zero waterless urinal (introduced in October 2008).

For more information on Caroma's high efficiency toilets and urinals, email info@caromausa.com or visit www.caromausa.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 47 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.