



Press Release

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Caroma's Contribution to a Water Smart Upgrade Project

Supporting abused and neglected children at Boys Town Nevada while protecting the environment

HILLSBORO, OREGON – July 29, 2008 – Caroma, the leader in dual flush toilets and stylish bathroom sinks, is pleased to donate high efficiency dual flush toilets to the Water Smart Upgrade project at the Boys Town Nevada. The Water Conservation Coalition (WCC) and Boys Town Nevada have combined to retrofit the interiors and exteriors of five family homes in Las Vegas in an effort to increase water efficiency and demonstrate what can be done to existing homes to reduce water usage.

Boys Town Nevada is a non-profit organization serving abused and neglected children. There are five Family Homes situated on 22 acres of land that provide housing to 30 at-risk children ranging from 10-18 years old. The homes were originally built in 1990 and since the opening, have housed and helped more than 850 youth become responsible contributing members of society.

The WCC is a not-for-profit business organization in southern Nevada committed to supporting and encouraging water conservation efforts in the community. Through the combined efforts of the WCC and Boys Town Nevada and donations such as Caroma high efficiency toilets, the project is expected to save more than two million gallons of water per year.

Jena Antonchuk, Executive Director of the Water Conservation Coalition, is excited about this project, helping children, and providing education. “The WCC is producing an instructional video of the retrofit project to distribute publicly to explain how water conservation efforts can easily be done to existing and older homes. For example, the toilets that have been replaced in the five homes were using at least 3.5 gallons of water per flush. By installing the Caroma Sydney water-conserving toilets, we will now be averaging 0.96 gallons per flush. That is a huge water savings – about 72% per flush. We are extremely grateful that Caroma has supplied toilets for the Boys Town. They are stylish and water-conserving – a great combination.”

“Caroma is very excited about contributing to the great work of the Water Conservation Coalition and Boys Town Nevada,” states Derek Kirkpatrick, Caroma North America Manager. “Providing water conservation and public education while helping youth in the community is a winning combination. Caroma has been promoting water conservation for more than 20 years, and it’s great to see businesses and communities joining together to further promote the protection of our environment.”

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 41 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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