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**Advanced Technology Flushing Solution Showcased  
at This Year's Innovation Pipeline Exhibit**

***Brondell's Perfect Flush Chosen for 2008 West Coast Green Conference***

**San Francisco, CA – September 17, 2008** – Brondell, the leading innovator in designing luxurious eco-friendly bathroom products, was chosen to showcase their recently debuted Perfect Flush at the West Coast Green Innovation Pipeline Exhibit from September 25 to 27. The Innovation Pipeline exhibit showcases products coming into the market that provide innovation and leave a minimal footprint on our environment. With its dual flushing technology, Brondell is leading the way in bathroom comfort, convenience and sustainability with the Perfect Flush toilet upgrade, which saves water, one flush at a time.



The Perfect Flush is the easiest way save water by upgrading existing toilets with dual flush technology. Studies have shown that up to 11,680 gallons of water are wasted each year with a typical toilet. This figure represents water usage for **one person** and not an entire family. The water saving Perfect Flush is comprised of a simple two button control, which fits nearly all existing toilet fixtures, and can be installed in less than 30 minutes. Nine out of ten bathroom visits do not require a full flush and the Perfect Flush provides the ability to easily reduce water usage by simply pressing the half flush button. Almost instantly, users are on their way to saving **50% water use on the first flush**. The Perfect Flush toilet upgrade has all the perks of a dual flush system without having to invest the time and cost to buy and install an entirely new dual flushing toilet, which can run as much as \$650.00. Both units will save a household, on average, \$100.00 per year in water. It would take 6.5 years for consumers to recoup the investment of a whole new toilet where, The Perfect Flush, retailing at \$149.00, would pay for itself in 1.5 years.



The annual West Coast Green conference represents a milestone in the green movement with a host of innovations, ideas and opportunities to meet the needs of industry leaders, practitioners and homeowners. Located at the San Jose Convention Center in the heart of Silicon Valley, West Coast Green will boast 380 exhibitors and 14,000 attendees and will feature guest speakers such as former Vice President Al Gore. The Innovation Pipeline Exhibit, launching this year, will display products that impact the way we live and work in our homes, work places and communities. Attendees of this year's West Coast Green can view demos of the Perfect Flush, which prove that it has never been easier to preserve the environment.

Everyday 100,000,000 rolls of toilet paper are used worldwide and 6.8 million gallons of water are flushed down the toilet. What's worse, the US government predicts that at least 36 states will have water shortages in the next five years. In 2007, Florida's Lake Okeechobee, the main water source for South Florida, experienced the worst drought in years.

"We're honored to have been chosen to feature our Perfect Flush at this year's West Coast Green," said Scott Pinizzotto, CEO of Brondell. "In line with the Innovation Pipeline mission, Brondell strives to develop technologically advanced and eco-friendly bathroom products that not only cut down on water usage, but also decrease toilet paper usage by 50 – 100%, thereby saving energy and millions of trees each year. We believe that we can help save the planet one toilet at a time."

The Perfect Flush will be available for purchase January 2009.

To learn more about Perfect Flush or Brondell's entire product line, visit [www.Brondell.com](http://www.Brondell.com). Media interested in speaking directly with Brondell management may do so by calling (772) 633-8337.

#### **About Brondell**

Brondell, Inc. is a leading innovator in designing award winning green bathroom products that help conserve energy, water, and waste. The company specializes in manufacturing advanced toilet seats that are eco-active, hygienic and incredibly easy to use and install. Their new Eco- line includes: the Swash Ecoseat and the Perfect Flush.

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