

## ***National Press Release***

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FOR IMMEDIATE RELEASE

### **Techno Toilet Seat Poised to Become the New Bathroom “Must-Have”**

**(Chicago, IL)** – Spaloo, a new product being introduced to the American marketplace, promises a better bathroom experience for all ages, men and women alike. Spaloo was originally invented in the U.S. and it has become a common household product in many Far Eastern homes. Known overseas as a “shower toilet” or “bidet seat”, Spaloo replaces the typical round or oval toilet seat found in any ordinary bathroom. Spaloo cleans with a gentle spray of warm water; it has two nozzles – one for front washing or feminine cleaning and one for rear washing or family cleaning. All of the features can be activated with the touch of a finger on the side mounted control panel. The Spaloo’s seat temperature can be adjusted in three stages (great for the wintertime), or turned off (in warmer months); the water pressure can be lessened or increased in five stages; the water temperature can be set to warm – warmer – warmest; even a blow drier can be activated to assure no irritation (as might occur with toilet paper). Truly Spaloo offers the most innovative and sanitary toileting experience of most people’s lives.

Shower toilets are not new to the Japanese, who have been buying Spaloo-like seats for 20 years. The initial invention was meant to serve the healthcare industry, but a receptive general public encouraged sales to the typical consumer instead. Since that time, it is reported that more households in Japan own a “high-tech” toilet seat than own a computer. While some versions of the Spaloo have been distributed in the U.S., Americans have a long way to go to catch up with the 4-6 million units sold annually in Asia.

In an era of customized home improvements and in a day and age when good health, cleanliness and longevity are at a premium, Americans are primed for a new personal care innovation. The Spaloo retails for \$399.00, and it is available NOW on the Web at [www.spaloo.com](http://www.spaloo.com) and by phone at 1-888-SPALOO-2. Mention this news release (Promo code: July2006PR) and receive a 10% discount.