



visually discreet, multidirectional rainwater storage tanks

Rainwater HOG is local !

SAN FRANCISCO, April 28, 2008 -- Rainwater HOG today announced the opening of its first office in North America in Corte Madera, about 30 minutes north of San Francisco. This announcement comes shortly after the launch by Design Within Reach (www.dwr.com) last week of the Rainwater HOG as one of their six new environmentally conscious product lines in their April 2008 catalog titled "What is Green?".

Accompanying the HOG are pieces ranging from sleep solutions to seating to useful household tools, all addressing different aspects of sustainability.

"We are pleased to introduce an assortment of well-designed, environmentally conscious products," said Ray Brunner, Chief Executive Officer, Design Within Reach. "By combining form, function and intelligent use of natural, renewable and recycled materials, these new products epitomize the principles of modern design. What these objects share with the entire DWR assortment is the fact that they last. Whether we're speaking to a chair or a serving utensil, an object that lasts won't have to be replaced, and that, in my opinion, is the best definition of green."

A new introduction in Design Within Reach's Tools for Living category, the Rainwater Hog is a small-scale modular storage tank for collecting rainwater that can be reused with your existing drip system for watering plants, hosing the car or even as an emergency back up water supply. "I was surprised to find the urban-dweller had been completely overlooked when it came to tools for water harvesting," says Sydney-based architect Sally Dominguez, who designed the Rainwater Hog to work as a single unit or in multiples for homeowners, businesses or renters. One unit holds 47 gallons of rainwater, can be used horizontally or vertically, and fixes securely to any structure for maximum stability. HOG plastic is food grade, non toxic, and contains UV protection and anti-algae additives.

The Rainwater Hog is made of 100% recyclable virgin polyethylene, a durable, long life material that allowed Dominguez to fulfill another goal: shipping the Rainwater Hog entirely without packaging.

www.rainwaterhog.com

beautiful/useful/green

by HOG Works Pty Ltd ABN 80 106 936 314





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Operating from the USA office in Corte Madera, Chief Executive Officer of Rainwater HOG, Simon Dominguez, said "I am excited to announce that not only is HOG designer and company founder Sally Dominguez on the West Coast to offer sustainable environment designers real time assistance in integrating HOGs into buildings and landscapes, but we are well on the way to having our first "Made in the USA" HOGs available before mid year. The partnership with DWR is a great boost to our entry into the North American market and we see a huge market as well with the many architects, builders and developers that can provide LEEDS and Green Star points for their clients through implementing the Rainwater HOG as a dual purpose rainwater harvesting and thermal mass solution"

For further information on the Rainwater HOG, please contact:

Retail Inquiries
Design Within Reach
www.DWR.com

Trade Inquiries
Rainwater HOG
www.rainwaterhog.com

Simon Dominguez
simon@rainwaterhog.com
Ph: 415 891 8748

www.rainwaterhog.com

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