



Continental Automated
Buildings Association

**Your Information
Source
for
Home & Building
Automation**

**North America's
Home & Building
Automation Association**

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PROCTER & GAMBLE JOINS CABA BOARD

September 2, 2009

CABA today announced the addition of Procter & Gamble to its Board of Directors.

CABA is a global nonprofit industry association that provides information, education and networking to help promote advanced technologies for the automation of homes and buildings.

Orly Cocco, currently a member of CABA's Connected Home Research Council, will represent Procter & Gamble. For over 25 years, Cocco has held a variety of positions in P&G Customer Business Development and Sales Technology. Currently in Global Innovation he tracks down and evaluates emergent technologies in the home and store as they relate to customer experience.

"We are ecstatic to welcome Orly to the CABA Board of Directors," said Ronald J. Zimmer, CABA President & CEO. "His appointment will significantly elevate CABA's insight into the connected home market environment."

Concurrently continuing his role on CABA's Connected Home Research Council, Cocco helps to lead a cross-industry network of leading companies engaged in collaborative research to advance the connected home space.

"I am pleased to help strengthen the industry and its market potential through my participation with CABA," stated Cocco. "CABA's great strength is that its members work to determine their mutual goals and objectives and actively work together to accomplish what may be impossible to do individually. I am gratified to be involved in such a process and with such an organization."

About CABA

The Continental Automated Buildings Association (CABA) is a leading industry association that promotes advanced technologies in homes and buildings in North America. More information is available at www.caba.org.

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