

# News Release

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**mr.steam**

## **MR.STEAM® ANNOUNCES SEPTEMBER INCENTIVE PROGRAM WINNER** *Dan Corcoran Enjoys a Day at the Spa*



**Plymouth, Mass. (October 2008)** – Dan Corcoran, a sales and design representative at [Supply New England](#) in Plymouth, Mass., has been chosen as [Mr.Steam's](#) September 2008 *Passport to Venice* program winner. The *2008 Passport to Venice Program*, implemented in May of this year, is an incentive program that drives enthusiasm among Mr.Steam's showroom sales associates.

"Mr.Steam's *2008 Passport to Venice Program* is a win-win proposition. Not only are high-performing salespeople recognized and rewarded, but Mr. Steam's overall organizational performance is enhanced with consistent sales," said Dan Reinert, vice president of sales and marketing for Mr.Steam, provider of the finest quality steambath systems and towel warmers for residential and commercial use.

For the past twelve years, Corcoran has worked in sales and design at Supply New England. Corcoran asserts that while the volume of in-store traffic may be down, the quantity and quality of serious buyers has increased. "Buyers are much more conservative these days and they approach a luxury investment with serious thought and consideration. However, despite its luxury status, the value-proposition of a Mr.Steam residential steamshower appeals to homeowners' sensibilities," commented Corcoran.

If selected as the 2008 *Passport to Venice* winner, Corcoran plans on enjoying the trip of a lifetime. "If I win the trip to Venice, I want to fully enjoy the restaurants and stay busy with sightseeing. I can sleep when I get back"!

Each month, Mr.Steam selects a *Passport to Venice Program* winner and awards a spa gift certificate to the lucky recipient. Upon the program's conclusion in December 2008, the leading Mr.Steam salesperson will receive an all-inclusive trip for two to Venice.

For more information on Mr.Steam or to become a Mr.Steam dealer, visit [www.mrsteam.com](http://www.mrsteam.com) or call 1-800-76-STEAM. For more information on Supply New England, call 508-747-5119 or visit [www.supplynewengland.com](http://www.supplynewengland.com).

### **About Mr.Steam**

Making wellness a way of life™, Mr.Steam provides the finest quality steambath systems and towel warmers for residential and commercial use. Mr.Steam products help support a healthy lifestyle with innovative accessories including AromaSteam™ aromatic oils system, ChromaSteam™ mood lighting system, in-shower Musictherapy™ speakers and in-shower seating to enhance the steambathing experience. The company's products are backed by a consumer-friendly, limited warranty that exemplifies the company's total commitment to customer satisfaction.

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