

News Release

mr.steam

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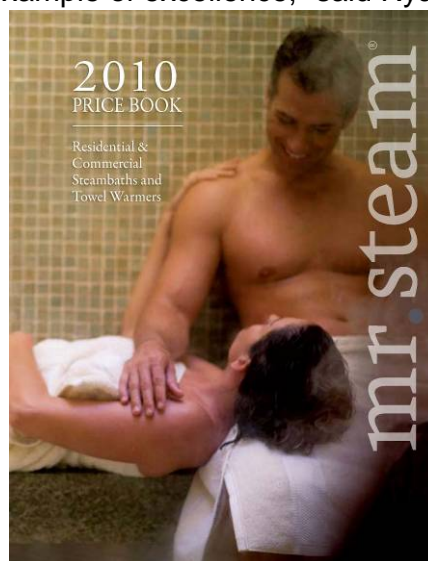
MR.STEAM DELIVERS AN UNRIVALED SALES TOOL WITH ITS NEW 2010 PRICE BOOK

LONG ISLAND CITY, N.Y. (January 2010) – Mr. Steam is pleased to announce the availability of its new [2010 Price Book](#) containing the company's complete line of quality residential and commercial steam bath products and towel warmers. Effective Feb. 1, the price book not only provides pricing information, and product and specification details, but also educates the user on the amazing benefits associated with Steamtherapy® and the complete use of Mr.Steam products.

"This is one of the most informative, user-friendly and professional price books we have seen as an agency. We will be sending this to our other manufacturers as an example of excellence," said Ryan Davenport, president of Davenport Associates in New England.

The simple, user-friendly price book contains more than a dozen new Mr.Steam products and services including the new Steam Genie™, the 216 Towel Warmer and the Valet Package. The book is designed as a sales tool to educate customers on the benefits and uses of steam. Mr.Steam put extensive effort into making a superior sales tool, highlighting the company's dedication to its sales force.

"Our price book is the most used piece of literature we distribute. It is the Swiss Knife of sales tools offering sales information, technical details and pricing," commented Martha Orellana, vice president of sales and marketing. "We desire to educate our customers about steam with an easy to use reference guide."



The Price Book is available by visiting www.mrsteam.com and downloading the PDF version. In addition, Mr.Steam is providing the sales tool to its sales force, showrooms and key customers across the country.

For more information on Mr.Steam and its steam products, visit www.mrsteam.com or call 800.76.STEAM.

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.

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