

News Release

mr.steam

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MR.STEAM® UNVEILS THE LATEST TECHNOLOGY IN STEAMBATH CONTROLS WITH THE NEW STEAM GENIE™

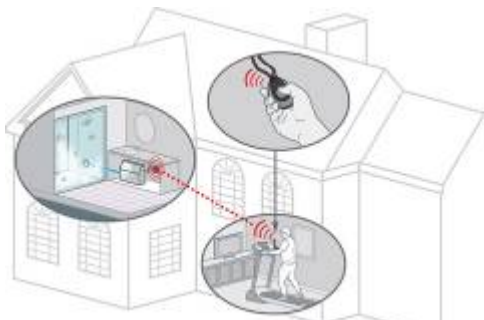
The Wellness Benefits of Steam at the Touch of a Button

LONG ISLAND CITY, N.Y. (January 2010) – Mr.Steam combined technology and enhanced functionality to create a new hand-held steambath control, the Steam Genie™. Developed with RF wireless technology and designed for ease of use, the Steam Genie™ starts a [Mr.Steam](#) steambath from almost any location within the home at the touch of a button.

“Steamtherapy® is growing in popularity as a result of the potential health and wellness benefits associated with steam bathing. The Steam Genie™ answers the demand for convenient, easy to use controls, and we’re thrilled to be introducing technology that makes steam so accessible,” commented Charles Monteverdi, president of Mr.Steam.



When a steam bather is outside of the steam shower and wants to start their steam bath, they simply press the Steam Genie™ button from almost any room. The Steam Genie™ ensures the steambath will be ready when needed. The portable Steam Genie™ does not require permanent connection to household wiring, further simplifying installation.



The Steam Genie™ is complete with an integral LED light to indicate the mode of operation and a lanyard for convenience. Additionally, since the accessory is “plug-and-play ready”, an installer needs only to connect a cable to the steam generator. The portable Steam Genie™ transceiver may be used remotely or in the steam room to communicate with the generator. No costly upgrades or additional installation is required. The Steam Genie™ is compatible with any existing or new e-Series Mr.Steam steambath system.

Steam Genie™ offerings – access from garage to bathroom, exercise room to bathroom, bedroom to bathroom, to name few.

Available in February 2010, the Steam Genie™ comes standard with Mr.Steam’s Butler Packages or available separately for under 300 dollars.

For more information about Mr.Steam’s new Steam Genie™ or any other 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 Musictherap® speakers and in-shower seating to enhance the steambathing experience.

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