

News Release

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Mr. Steam® Announces Final Incentive Program Winners **Company's Leading Sales Associate awarded an all expense paid trip to Italy**

LONG ISLAND CITY, N.Y. (January 2009) — Mr. Steam has announced the final, grand prize winner of the company's *2008 Passport to Venice Program* to Darla Jackson, manager of Win and Kitchen Bath Design in North Carolina. Recognized as the leading sales associate in 2008, Jackson received an all-inclusive trip for two to Venice, Italy. In addition to the grand prize winner, Mr. Steam's *Passport Program* also awards the current month's top sales representative with a gift certificate to a spa of their choice. In December, Jim Natale, sales associate for N&S Showroom in New York, was named the recipient for the month.

"We wanted our *Passport Program* to reflect the sales goal in 2008 and make total wellness a way of life. It has been a pleasure to encourage our salespeople to perform at their best and earn an opportunity to take care of themselves," said Dan Reinert, vice president of sales and marketing for Mr. Steam. "Our top salespeople - like Darla and Jim - work hard every day to encourage their customers to make wellness a part of their daily lives and we want to thank them with the same opportunity."



The *2008 Passport to Venice Program*, implemented last May, is an incentive program that drives enthusiasm among Mr. Steam showroom sales associates. The four-level contest concludes by awarding a four-night, round-trip for two to Venice, Italy including a guided tour of the city to one of Mr. Steam's top sales associates. Each month during the duration of the program, the company selects a *Passport Program* winner among its leading sales representatives, awarding a spa gift certificate to the spa of their choice.

The all-inclusive trip awarded to Jackson has concluded the program as the grand prize. Jackson has been with Win and Kitchen Bath Design for over two years. She is excited about her upcoming trip to Italy and has invited her longtime best friend to accompany her. December's monthly spa winner, Natale has served with N&S Showroom for two years and plans to treat his wife to a day at the spa.

"Mr. Steam is excellent to work with because of the ease and support you receive from the company and its representatives," said Natale.

For more information on Mr. Steam or to become a Mr. Steam dealer, visit www.mrsteam.com or call 1-800-76-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. The company's products are backed by a consumer-friendly, limited warranty that exemplifies the company's total commitment to customer satisfaction.