

Max Equity®

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Phone: (636) 532-- ' ' +; i: U . 'ff ' * L)' +(-)' i'9a Uj. info@maxequityllc.com i'k k k 'a U Yei]m`Wcom

FOR IMMEDIATE RELEASE:

MAX EQUITY ANNOUNCES DEVELOPMENT OF PERSONALIZED NEWSLETTERS FOR REMODELERS AND BUILDERS

CHESTERFIELD, Missouri 6April 11, 2006 Today, Max Equity Development Corp. announced that they have begun development of a personalized newsletters for remodelers and builders. The newsletters will be personalized for each remodeler/builder and can be distributed via e-mail or print to past, current, and future customers.

Robert Sayre, President of Max Equity, added, "We realize that contractors have limited time to develop their own promotional materials, so we are providing this service free of charge to all members. The personalized newsletters will help keep a contractor's business top of mind for past, current, and future customers."

Remodelers and builders can already request that a personalized newsletter be developed for them, by e-mailing their photos and company bio to newsletter@maxequity.com. An automated system, which will allow contractors to design their own newsletter online, will be available later this year.

Max Equity is dedicated to the survival of the independent remodeler, and includes:

- < Max Equity® Home Improvements
- < Contractors Internet Directory LLC
- < WHGP Internet

Their purpose is to help members, now over 8,000 nationwide, to become more competitive with the giant box stores who are now aggressively undercutting prices.

Membership is free to all remodelers/contractors, and includes the following benefits:

- < Free bold listing on our Contractors Internet Directory website.
- < Lower cost of materials through volume rebates and online shopping.
- < Free remodeling leads (there is only a small referral fee if the job is contracted or sold).
- < Lower cost of business insurance.
- < Free information, including downloadable books, available to both members and their customers.

Max Equity hopes to grow membership and influence as many as 30,000 independent contractors, representing a potential of \$25 billion in annual material purchases.

For additional information, contact:

Robert W. Sayre, President
Max Equity Development Corp.
Phone: 636-532-9337
Fax: 636-537-4953
E-mail: bob.sayre@maxequity.com

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MAX EQUITY IS PROUD TO BE AN ACTIVE MEMBER & SUPPORTER OF:

