

Max Equity®

CONTRACTORS' BUYING/MARKETING GROUP LLC

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FOR IMMEDIATE RELEASE:

MAX EQUITY ACQUIRES CONTRACTORS INTERNET DIRECTORY LLC

CHESTERFIELD, Missouri – February 09, 2006 – Max Equity Contractors' Buying/Marketing Group LLC today announced the acquisition of Contractors Internet Directory LLC, an Internet directory company.

“By acquiring Contractors Internet Directory, we are vastly increasing our ability to reach out to the independent remodeler. As a result of our quality list of over 140,000 contractors, we expect membership to accelerate even more rapidly than in past months, which will further allow us to add value for both members and sponsoring suppliers and manufacturers,” said Robert Sayre, President of Max Equity.

Contractors Internet Directory, with websites located at www.ContractorsInternetDirectory.com and www.RemodelerDirectory.com, provides free listings for over 140,000 contractors/builders. These new additions will be promoted across the Max Equity's entire family of over 70 “search engine friendly” websites.

Max Equity's family of companies is dedicated to the survival of the independent remodeler, and includes:

- Max Equity® Contractors' Buying/Marketing Group LLC
- Max Equity® Home Improvements
- Contractors Internet Directory LLC
- WHGP Internet

Their purpose is to help members, now over 6,000 nationwide, to become more competitive with the giant box stores who are now aggressively going after the “install business”.

Membership, including an enhanced “premium listing” in the Contractors Internet Directory, 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 300,000 independent contractors, representing a potential of \$100 billion in annual material purchases.

For additional information, contact:

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

