

Max Equity[®] Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

MAX EQUITY INC. ANNOUNCES ADDITION OF “INTERNET ONLY” PROGRAMS

Max Equity Inc.’s Contractors’ Marketing/Buying Group expands list of merchants offering rebates to their free members, to include websites of major retail outlets.

CHESTERFIELD, Missouri – December 27, 2004 -- This week, Max Equity Inc. entered into agreements with several major Internet retailers, to offer “rebates” to their membership base of over 5,000 members. Retail websites included in this new endeavor include Best Buy, Dell Small Business, ShopNBC, and Staples.

This offering will further expand on discounts Max Equity’s free memberships include from top material suppliers, such as Alside Inc. (siding and windows), Barnett Inc. (plumbing, electrical, HVAC, etc.), ProSource (flooring), Sherwin-Williams Paint Company, and WHGP (website services).

Robert Sayre, President of Max Equity Inc., said “[t]he addition of several ‘Internet Only’ programs will allow us to continue to lower the cost of doing business for independent remodelers that are already taking advantage of our free membership.” Contractors can receive “rebates” of up to 8% by purchasing online at the websites they are already doing business with.

For additional information, contact:

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