

Max Equity[®] Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

METRO ELECTRIC SUPPLY SHOWROOMS ADDED TO MAX EQUITY'S LIST OF LOCAL VENDORS IN THE SAINT LOUIS, MISSOURI MARKET

6 State-of-the-Art Showrooms Will Offer Rebates on Lighting Products to Local Max Equity Members

CHESTERFIELD, Missouri – January 1, 2004 – Today, Max Equity announced that they have added Metro Electric Supply's six (6) state-of-the-art showrooms to their list of local vendors in the Saint Louis, Missouri local market.

"Metro lighting offers quality decorative and commercial lighting at very competitive pricing. With their 6 state-of-the-art showrooms and extensive line card, [Max Equity members] are sure to find exactly the right product to fit [their] taste and budget," said Robert Sayre, President of Max Equity Inc.

About Max Equity Inc.

Max Equity Inc. is a marketing/buying group for contractors. Membership is absolutely free, with no dues, service charges, or obligations. Max Equity Inc. lowers contractors' cost of doing business, through rebates on materials and the generation of remodeling leads. Rebates are earned on total group purchases with a given vendor, of which 70% is redistributed to members quarterly. The remaining 30% is retained by Max Equity to cover advertising, marketing, and administrative expenses.

For additional information, contact:

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