

Max Equity® Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

SHERWIN-WILLIAMS PAINT COMPANY OFFERS VOLUME REBATE PROGRAM TO MAX EQUITY MEMBERS

Volume Rebates Available To All Max Equity Members For Purchases Made At Any Sherwin-Williams or Brod-Dugan Paint Stores

CHESTERFIELD, Missouri – July 1, 2003 – Sherwin Williams Paint Company today extended a group rebate program to Max Equity Inc., on all their paint products through 2004. This program is over and above any discounts or rebates that Max Equity members may already be receiving.

“Max Equity is extremely gracious for the support that Sherwin-Williams Paint Company has extended to Max Equity’s independent remodelers. This important program will help Max Equity’s members to compete in the highly competitive home remodeling market, while simultaneously building loyalty to the Sherwin-Williams brand,” 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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