

# News Release

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## MR.STEAM® APPOINTS BART GORELIK REGIONAL SALES MANAGER

**LONG ISLAND CITY, N.Y. (September 2008)** – Mr.Steam, purveyor of luxury steam showers, towel warmers, and accessories, is pleased to announce the addition of Bart Gorelik as Regional Sales Manager. Gorelik will be responsible for offering sales strategies and providing support to retailers in the Midwest, Great Plains and Canada.



“Bart is an industry veteran with invaluable insight and knowledge. The entire Mr.Steam team is thrilled to have him on board,” says Martha Orellana, vice president of sales and marketing for Mr.Steam.

Gorelik, who brings more than 30 years of experience to Mr.Steam, was essentially born into the kitchen and bath industry. His grandfather founded Shamrock Plumbing in 1947, and his father and uncle went on to open a retail division of Shamrock Plumbing. In 1975, Gorelik joined Shamrock Plumbing Sales and worked his way up to president soon thereafter.

In his professional career, Gorelik has witnessed the evolution of the kitchen and bath industry. With the emergence of designers and decorators in recent years, the home building and remodeling industry has experienced a paradigm shift. Builders, architects and contractors are no longer the only influencers affecting homeowners’ decision-making process.

Despite the economic climate, Gorelik anticipates growth for Mr.Steam. “Steam showers have come of age. It’s exciting to see Mr.Steam gain momentum and mature into a luxury must-have item for homeowners. Mr.Steam’s popularity has grown tremendously and I’m honored to be an integral part of the company’s future success.”

Gorelik is a member of DHPA and the National Hardware Association. He resides in Los Angeles, Calif. with his wife and three children.

### **About Mr.Steam**

Making total wellness a way of life, Mr.Steam provides the finest quality steam showers and towel warmers for residential and commercial use. Mr.Steam products help support a healthy lifestyle with innovative accessories including AromaSteam™ aromatic oils system, ChromaSteam™ mood lighting system, in-shower Musictherapy™ speakers and in-shower seating to enhance the steambathing experience. The company’s products are backed by a consumer-friendly, limited warranty that exemplifies the company’s total commitment to customer satisfaction and provides exclusive remedy to the purchasers. For more information on Mr.Steam’s Steam systems and its other products, visit [www.mrsteam.com](http://www.mrsteam.com) or call 1-800-76-STEAM.

mr.steam