

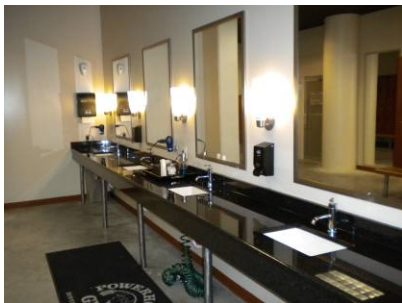
News Release

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MR.STEAM BECOMES A PREFERRED SUPPLIER WITH POWERHOUSE GYM

Making Wellness a Way of Life celebrated with Steam Units in all new facilities

LONG ISLAND CITY, N.Y. (May 2010) - Mr.Steam is pleased to announce its involvement as the Preferred Vendor for steam bath systems with national fitness authority [Powerhouse Gym](#). The latest Powerhouse Gym location in Birmingham, Michigan, which will open its doors this summer, will be the latest to feature Mr.Steam steam showers.



“Steam is a very important element for any health club. And, I believe steam units are an affordable investment that can add value to the membership at gyms and can be used as a closing piece as opposed to investing in a single piece of equipment,” said John Lepak, director of marketing and vendor programs at Powerhouse Gym International. “Our existing Powerhouse Gyms can easily convert an existing shower unit to a steam shower and all new locations are able to easily build one into the blue print.”

The decision to include Mr.Steam products in Powerhouse Gym locations was based on the new look and design envisioned by the company coupled with the growing popularity of steam bathing among consumers.

Effective immediately, all clubs will have the option to install Mr.Steam steam showers and receive discount pricing. Additionally, the new Powerhouse Gym health club in Birmingham, Mich. will feature a Mr.Steam poster in the locker area.

“I feel the partnership with Mr.Steam will also help owners develop more successful corporate wellness membership plans as well,” added Lepak. “I feel that Mr.Steam can be a great asset for all Powerhouse locations.”



“Steamtherapy® is gaining awareness as a result of the potential health and wellness benefits associated with steam bathing. We’re radiating with enthusiasm to be involved with a fitness facility like Powerhouse Gym who believes in the benefits of steam bathing,” said Dan Reinert, vice president of sales for Mr.Steam.

For more information on Mr.Steam, visit the company web site at www.mrsteam.com or call 1-800-76-STEAM. For additional information on Powerhouse Gyms, visit www.powerhousegym.com.

About Powerhouse Gyms:

Family-founded, owned and operated Powerhouse Gym is in its 35th year of providing superior service and top-notch equipment to their clients. There are over 300 Powerhouse licensees in 20 countries with over 1.5 million members globally.

About Mr.Steam

Making Wellness a Way of Life®, Mr.Steam provides the finest quality steam bath systems 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.

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