

# News Release

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## ALOHA, HAWAII! MR. STEAM® LAUNCHES ITS NEW 2010 PASSPORT TO REWARDS PROGRAM

mr.steam

**LONG ISLAND CITY, N.Y. (March 2010)** —Mr.Steam is thrilled to announce the fourth year of the Mr.Steam *Passport to Rewards Program* with this year's grand prize featuring a four-night, whirlwind Hawaiian getaway for two. The eight-month incentive program encourages eligible showroom personnel and sales associates to further engage with the Mr.Steam brand and promote the company's established and exciting new product lines.

"Mr.Steam is pleased to inspire and reward sales personnel with our successful *Passport to Rewards Program* year after year," said Dan Reinert, vice president of sales and marketing for Mr.Steam. "Our showroom sales associates are the driving force in promoting wellness to our ever-growing clientele, and we are committed to showing our continued appreciation for their hard work."

The *2010 Passport to Hawaii Rewards Program* begins in April 2010 and is a four-level contest that corresponds with Mr.Steam's ongoing marketing focus of *Making Wellness a Way of Life®*. This year's program will reward selected associates with monthly prizes and will culminate in a four-night, round-trip for two to Hawaii, including a guided tour of the volcanic spa areas as the grand prize.



Monthly, Mr.Steam will randomly select a *Passport to Rewards Program* winner and will issue a spa therapy gift certificate to a spa near their location. In addition to the monthly spa certificates, special prizes will also be awarded during select fall months, which include:

- In September, an announced winner will receive a \$250 "Luau" dinner gift certificate.
- In October, an announced winner will receive a Hawaii 5-0-0 \$500 gift certificate.
- In November, an announced winner will receive a Magnum-1000 \$1000 gift certificate.
- In December, the grand prize winner will be announced and receive a four-night trip for two to beautiful Hawaii.

Eligibility requirements are easy and clearly explained in Mr.Steam's *Passport to Rewards Program*. All trained sales associates must complete the dealer quiz as well as the necessary registration form. To receive the 2010 Mr.Steam *Passport to Rewards Program* brochure, contact *your local* Mr.Steam representative.

For more information about Mr.Steam, visit the company on the LinkedIN: Mr.Steam Passport Program Community at <http://snipurl.com/v2ygm>, the company Web site at [www.mrsteam.com](http://www.mrsteam.com) or call 1-800-76-STEAM.

### **About Mr.Steam**

Making Wellness a Way of Life®, Mr.Steam provides the finest quality steambath 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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