

Max Equity[®] Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

MAX EQUITY ADDS FTD.COM TO INTERNET REBATE PROGRAMS

Offers Members Rebates of Up To 10% on Purchases from FTD Independent Florists

CHESTERFIELD, Missouri – March 10, 2005 – Max Equity Inc. announced today that they have added FTD's website to their growing list of rebate programs. Those contractors that have taken advantage of free membership in Max Equity's marketing/buying group will receive a rebate of between 6% and 10%, based on total group volume in a given month.

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' costs 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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