

Max Equity[®] Inc.

CONTRACTORS' MARKETING/BUYING GROUP

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FOR IMMEDIATE RELEASE:

MAX EQUITY INC. ADDS TARGET.COM AS AN "INTERNET ONLY" VENDOR

Max Equity Inc.'s Contractors' Marketing/Buying Group expands list of merchants offering rebates to their free members, to include websites of major retail outlets.

CHESTERFIELD, Missouri – January 21, 2005 – Max Equity Inc. today announced the addition of Target.com to their list of "Internet Only" rebate programs, further expanding the benefits of their free marketing/buying group for contractors.

Target's retail website will be listed in the "Internet Only" section of Max Equity's members-only website, where members can receive a discount over and above Target's everyday low prices. Rebates will automatically be calculated for each member, with no need for members to fill out any additional forms or paperwork.

"Target.com will further Max Equity's vision of providing cost savings to contractors across all categories of materials and ancillary products. Target will be an excellent complement to our existing online rebate programs, which currently includes the websites of Best Buy, Dell Small Business, ShopNBC, and Staples," said Robert Sayre, President of 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' 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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