

Max Equity®

CONTRACTORS' BUYING/MARKETING GROUP

P.O. Box 65 • Chesterfield, MO 63006-0065

Phone: (636) 532-9337 • Fax: (636) 537-4953 • Email: info@maxequityinc.com • www.maxequityinc.com

FOR IMMEDIATE RELEASE:

MAX EQUITY LAUNCHES FREE REMODELING LEAD PROGRAM FOR QUALIFIED CONTRACTORS

CHESTERFIELD, Missouri – July 21, 2005 – Max Equity Inc. today announced the launch of their free lead generation program to all qualified contractor members of their buying/marketing group.

Fred Greenwald, Max Equity's Vice President of Marketing, said in a prepared statement, "hot exclusive leads, where we make the 1st appointment for you, and get you into the home, will be offered, free of charge, to qualified members (those members with Workers Compensation Insurance and Liability Insurance). Your only cost for a remodeling lead would be if you sell and contract the job. If you agree to follow-up on the lead we will not offer that lead to another remodeler."

In addition to a free lead program, Max Equity offers contractors lower material costs through Select Vendors (i.e. Alside Siding & Windows, Barnett Inc. (plumbing, electrical, HVAC, etc.), ProSource Flooring, Sherwin-Williams Paint, plus many local vendors) plus Internet rebate programs with most of the top name-brand companies. There is no cost to become a member of Max Equity's marketing/buying group.

For additional information, contact:

Robert W. Sayre, President
Max Equity Inc.

Ph: 636-532-9337

Fx: 636-537-4953

<http://www.maxequityinc.com>

Max Equity is a trademark of Max Equity Inc.

###

MAX EQUITY IS PROUD TO BE AN ACTIVE MEMBER & SUPPORTER OF:

