

FOR IMMEDIATE RELEASE Contact: Reid Sellgren, 1-877-24 CLEAR

**ClearMirrors Provide a Clear Difference for Fog-Free Mirrors:
Several Features Set Newest Fogless Mirror System Apart From the Rest**

WOODBURY, MINNESOTA — March 22, 1999 – Most agree that the introduction of the fogless mirror to the market place has been a welcome alternative. After all, what man hasn't nicked himself trying to shave in the bathroom mirror right after a shower? What family member hasn't caught a chill keeping the door open to defog the mirror? Who hasn't friendly-fought with another for a precious few square inches of clear mirror space during the morning rush?

Incorporating some of the aspects that have made the fogless mirror concept so popular but also adding important features that result in marked improvements over what is currently available, New Home Bath and Mirror Inc. today announced the premier of its two new products, NewHome ClearMirror™ and MystFree ClearMirror™. The announcement was made by Robert Verhey, designer of the device and President of the Woodbury, Minnesota-based company.

Commenting on what sets ClearMirror products apart in an increasingly crowded marketplace, New Home Bath and Mirror Inc. Vice President Reid Sellgren said, "While other 'mirror heaters' do exist, our heating element has been used in demanding industrial applications for over 20 years. Its reliability is unparalleled."

"Additionally," Sellgren continued, "we believe ClearMirror is the only bathroom mirror heater to have obtained a UL listing. This demonstrates our commitment to safety. Simply, our strategy is to be a product leader in meeting the rigid specifications of the housing industry and to provide consumers a safe, reliable and innovative product line they can trust."

NewHome's ClearMirror™ product line will be available initially for two distinct markets.

- **The NewHome ClearMirror™**, marketed to mirror manufacturers and distributors and other building and home industry professionals.
- **The MystFree ClearMirror™**, available on the web at www.clearmirror.com and at home remodeling and retail outlets such as major home improvement centers and mass merchandisers.

All ClearMirror products are currently available as a standard 18" x 20" ultra-slim (1/16" thin) adhesive-backed pad. ClearMirror, which only requires power equivalent to that used by a 100W light bulb, is installed in conjunction with the bathroom lighting circuit. ClearMirror thus turns on when the bathroom light is turned on, so it goes to work the moment any fog-creating steam may be generated.

ClearMirror products carry a two-year guarantee. Professional installation is recommended, following all applicable electrical codes. When ClearMirror is properly installed, no wires show. The suggested retail price for the MystFree ClearMirror™ is \$84.

NewHome Bath and Mirror, Inc. of Woodbury, Minnesota specializes in applying modern technology to enhance lifestyle, convenience and safety in our homes. NewHome products are assembled, packaged and distributed from a state-of-the-art 120,000-square foot facility in Woodbury, Minnesota. NewHome Bath and Mirror is affiliated with Harvey Vogel Manufacturing Co., which prides itself on more than a half-century of manufacturing excellence.

NewHome Bath and Mirror, Inc.

The Difference is Clear