

FOR IMMEDIATE RELEASE

**Mirror Defogger Firm 'Clears' Path as Allied Member to AH &MA:
Several Features Set Newest Fogless Mirror System Apart From the Rest**

WOODBURY, MINNESOTA — June 23, 1999 – The introduction of the permanent fogless mirror to the market place has been a welcome alternative. After all, what business man hasn't nicked himself trying to shave before the big sales pitch? What hotel guest hasn't caught a chill keeping the door open to defog the mirror? How frustrated do guests get when the mirror is fogged after a shower?

Incorporating some of the aspects that have made the mirror heater concept gain popularity in the residential market is leaping into the lodging industry. New Home Bath and Mirror, Inc. today announced both the premier of its newest product, the Service ClearMirror™ for hotels and its membership into the AH & MA. Robert Verhey, designer of the device and President of the Woodbury, Minnesota based company said, "The Service ClearMirror™ is the only one of its kind. It permits direct wiring to the baths electrical circuit without remodel boxes. It is quick to install, quick to work and quick to bring guests back." Verhey continued, "Luxury and image for a low cost."

ClearMirror established a foothold in the new construction market by aligning with nineteen mirror distributorships throughout the midwest. The NewHome ClearMirror™ is equipped with an ALCI plug which allows the mirror company to arrive at the job, adhere the ClearMirror to the mirror back and plug the unit into a recessed outlet behind the mirror. "Understanding who our customer is and how they do their job will be the key to our continued success", notes Vice President Reid Sellgren.

Commenting on what else sets ClearMirror products apart in a growing market, 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 and we provide a 5-year warranty to back that up."

"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 changing guest requirements of the lodging industry and to provide a safe, reliable and innovative product line."

NewHome has two new products under development already. One will clear the mirror in the shape of the hotels' emblem, the other will be a permanent shaving mirror integrated with the shower surround." NewHome said to expect the MagicImage and Shower ClearMirrors to arrive onto the market later this fall.

Although custom sizes can be manufactured, ClearMirrors are currently available as a standard 18" x 20" ultra-slim (1/16" thin) adhesive-backed pad. ClearMirror, which only requires power equivalent to a light bulb, is installed in conjunction with the bathroom lighting circuit. ClearMirror thus turns on when the bathroom light is turned on, so it gently warms and dries the mirror the moment any fog-creating steam may be generated. The suggested retail price for the Service ClearMirror™ is \$94.

NewHome Bath and Mirror, Inc. of Woodbury, Minnesota specializes in applying modern technology to enhance lifestyle, convenience and safety in our bathrooms. 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.

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