



Date: May 3, 2006
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FOR IMMEDIATE RELEASE

Steamin Demon Earns the Carpet and Rug Institute's Gold Seal of Approval for Superior Deep Cleaning Systems

Clarksville, IN, May, 3, 2006, Steamin Demon Inc. has earned the gold Seal of Approval for its cleaning system STEAMIN DEMON from the Carpet and Rug Institute (CRI), signifying that it meets the highest standards for carpet cleaning effectiveness.

STEAMIN DEMON XL15 High Flow Extractor with Demon Clean Prespray using 85° F water.

The new CRI Seal of Approval for Deep Cleaning Systems evaluates the effectiveness of the overall deep cleaning process and includes testing of equipment and solutions used in combination. The program addresses those processes which incorporate a specific machine to be used with a specific cleaning agent following the manufacturer's recommended procedure. This latest product category joins CRI's successful Seal of Approval testing programs already in place for deep cleaning extractors, spot removers and pre-spray/in-tank solutions.

"We could not be more pleased that the carpet industry is distinguishing truly effective cleaning systems from those that do not perform well or even damage carpet fibers," said Mike Downey. "Our focus is on satisfying our customers. And the gold Seal of Approval is proof that our product delivers."

The system qualified for the Seal of Approval by passing eight rigorous tests at an independent laboratory, including soil removal efficacy, propensity for resoiling, appearance retention, recovery of residual moisture, surface change after repeated cleaning, colorfastness, amount of pH and zero presence of optical brighteners.

Deep cleaning systems that exceed average soil removal standards receive a bronze rating. Those achieving higher standards receive a silver rating, and those achieving the highest level of soil removal are awarded the gold-level Seal of Approval.

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The testing protocol for extractors uses sophisticated x-ray fluorescence (XRF) technology to measure the precise amount of soil removed from a carpet sample. XRF was developed by private industry and enhanced by NASA for the Space Shuttle program.

“While proper carpet care requires periodic deep cleaning to remove built up residues and trapped soil, professional laboratory testing has shown vast differences in the soil removal capability of cleaning systems. And they can leave a sticky residue that attracts soil faster,” said Werner Braun, CRI president.

“The Seal of Approval program addresses the issue of carpet cleaning effectiveness by testing and certifying only those products that meet high performance standards. This not only helps customers recognize quality products, it also helps them understand the best methods for preserving the life and beauty of their carpet.”

Mike Downey noted that his gold-rated extractor was effective at recovering water from the carpet test sample and cleaning without damage to carpet fibers. These criteria are included because water and dirt left in a carpet negatively affect the appearance of the carpet, damage the fibers and create the potential for mold growth. Experience has also shown that some equipment can cause excessive wear on the carpet.

“Effective carpet cleaning is essential to keeping a carpet looking good,” added Mike Downey. “This saves money on premature replacement and allows people to enjoy the many benefits of carpet.”

Underscoring the value that carpet manufacturers place on quality cleaning products, some of the largest manufacturers have announced they will require the use of CRI Seal of Approval-certified cleaning products as part of their carpet warranties.

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About STEAMIN DEMON XL15 / STEAMIN DEMON INC.

All STEAMIN DEMON Extractors utilize a high volume clear water rinse. Standard procedure:

- 1. Prespray Carpet with our on board Prespray System.**
- 2. Agitate Carpet**
- 3. Rinse with the STEAMIN DEMON Extractor**

There are three STEAMIN DEMON Extractors available, STEAMIN DEMON Classic, STEAMIN DEMON XL15 and STEAMIN DEMON XL20. All three utilize the same High Flow Cleaning technology. The STEAMIN DEMON XL15 is our economy model.

About The Carpet and Rug Institute

CRI is the leading source for science-based information and insight on how carpet and rugs create a better environment – for living, working, learning and healing. The Institute’s mission is to serve the carpet industry and public by providing facts that help people make informed choices. Its best practices promote a balance between social, economic and environmental responsibility for the long term. CRI does this for its industry, yet it strives to be a model corporate citizen for all industries. Learn more at carpet-rug.org.