

**MAAX MOBILE ACADEMY - NEWS RELEASE**

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**MAAX Mobile Academy transforms the product road show  
with high-tech tub-and-shower experience**

**<INSERT LOCAL CITY, STATE>**, **<MONTH DATE>**, 2011 – MAAX Bath Inc., known as an industry leader in product innovation, now turns the staid product showcase concept inside out with the novel **MAAX Mobile Academy**, a high-tech experience to show off the company's latest tub, shower and shower door designs coming **<DATE/TIME>** to **<HOST NAME/LOCATION>**.

**A surprising, unique and powerful hands-on experience**

MAAX Mobile Academy arrives looking like no more than an ordinary steel shipping container. A flip of a switch then sets in motion a metamorphosis worthy of a "Transformers" movie.

The sides of this 6-ton monolith come to life, unfolding dramatically to unveil a ready-to-go, **studio-quality, all-weather showroom**, complete with energy-efficient lighting, a 50-inch LCD multimedia presentation system and even running water for the MAAX tubs and showers on display.

The MAAX Mobile Academy creates a **true destination event** for wholesalers, building professionals and consumers alike. It combines a new product demonstration with a sales and marketing training seminar in a remarkable one-of-a-kind setting that stimulates all the senses.

**Powerful statement on innovation and ease-of-use**

"We wanted to make a powerful statement about our brand promise that people 'enjoy the experience' with MAAX," MAAX President and CEO Mark A. Gold said. "Giving our business partners the ability to set up a working product showroom almost anywhere within minutes embodies the MAAX commitment to finding innovative solutions that offer simplicity, pleasure and style from ordering to installation to use."

Launched in May, the MAAX Mobile Academy tours the United States throughout the summer. A journey to destinations across Canada starts in September.

**About **<LOCAL BUSINESS HOST NAME>****

**<INSERT LOCAL BUSINESS HOST BOILERPLATE>**

## **About MAAX**

[MAAX Bath Inc.](#) is a leading North American manufacturer of trend-setting and award-winning [bathroom products](#), such as tubs, showers and shower doors, for the residential housing market. MAAX wants its customers to "enjoy the experience" by offering stylish and innovative quality products coupled with world-class customer service practices that make doing business easy and efficient for all.

MAAX offerings are available through specialty boutiques, plumbing wholesalers and home improvement centers. Its popular brands include the MAAX Collection, Pearl baths and Aker by MAAX.

MAAX Bath Inc., founded more than 40 years ago in Quebec, employs over 1,300 people and currently operates eight manufacturing facilities and an expansive showroom and distribution network throughout the United States and Canada. MAAX's focus on providing clients the ultimate experience in bathware products drives its Research and Development department to design and engineer innovative new products. Visit us at [www.maax.com](http://www.maax.com).

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