

## Did You Know?

Luxury's Bathroom Bulletin Newsletter celebrated its 11th year this month and is currently the longest running monthly publication in the Bathroom industry.

## The Regionals are Here!

Luxury Franchise Corp. will be hosting regional meetings throughout the country during the month of February. Centralized sites have been selected in each region to accommodate our franchise network.

You should have already received a broadcast listing the proposed locations and dates. Luxury franchises are not limited to attending only the meetings in their own region. You may attend as many regional meetings as you like and in the process receive input from different franchise owners. The following locations have been confirmed:

Chicago	2/14/05
Detroit, MI	2/16/05
Pittsburgh, PA	2/17/05
Atlanta, GA	2/22/05
Orlando, FL	2/24/05

To reserve a spot at a regional meeting, please contact Cara Rojas at (800) 354-2284.

# Microban Marketing Update

## From *The Microban Messenger*

Microban is hard at work setting into motion an exciting marketing plan for 2005. This year look for print ads in *Prevention* and *This Old House*. The new ads will feature more partners with the purchase of an additional left hand strip ad that features products available throughout the home with Microban® antimicrobial product protection.

*Prevention* reaches over 2.4 million readers and subscribers of the magazine report they advise on average 13 people on the information they read in *Prevention*.

*This Old House* reaches over 950,000 consumers and is the #1 publication sold at DIY retail outlets where many of our licensee products are sold.

In this quarter look for insertions in the February issue of *Prevention* and in the March issue of *This Old House*.

In addition, just in time for "Spring Cleaning" look for home improvement expert and Microban spokesperson, Lou Manfredini, in a six city media tour. Lou, also known as Mr. Fix has a nationally syndicated radio program. During the Microban Spring Cleaning Tour, Lou will educate consumers on the benefits of Microban® antimicrobial product protection and tell consumers about the many products currently available with Microban protection.



The combination media tour and print outreach will reach an estimated 200 million consumers.

## Growing Microban® Brand Awareness

The 2004 Gallup Poll now shows Microban brand awareness at 32% among U.S. consumers. Brand awareness levels have doubled during the last four years! And this year an exciting Microban marketing plan and an impressive list of new licensees has set the stage for further increases in Microban brand awareness during the coming year.



## MPC Wins U.S. Military Contract

Microban Products Company has been asked by the U.S. military to develop an antimicrobial technology for soldier uniforms and gear that will help improve soldier comfort. To assist in that endeavor the MPC lab has recently hired two additional microbiologists in the lab, Lori Krainbucher and Josh Smith.

## Silestone Airs New TV Commercial during the Superbowl

New Microban licensee, Cosentino, aired a :30 sec spot at the two minute warning before the Superbowl halftime. The ad features well known NFL celebrities and has a Microban® logo tag at the end of the spot. The ad is the first of a series of new ads that will feature the Microban logo announcing the availability of Microban protection in Silestone countertops and vanities.