



PRESS RELEASE

For immediate release

Kitchen and Bath Industry Show 2007

OCEANIA ANNOUNCES NORTH AMERICAN LAUNCH OF STATE-OF-THE-ART *DIGNITÉ* WALK-IN SIT-DOWN BATH

- *Attractive, durable acrylic design*
- *Most hygienic AirBath system in North America*
- *Exclusive Super AeroMassage™ Walk-in AirBath systems*



Thetford Mines, May 2, 2007 – Oceania, a leading manufacturer of acrylic baths and showers, is raising the bar for the bath industry with the North American debut of the deluxe walk-in sit-down bath *Dignité* at the world's largest kitchen and bath trade event, the Kitchen and Bath Industry Show 2007 in Las Vegas. Two additional Oceania baths, the *Sérénité* and the award-winning *Sakura*, both from the *Estime* collection, will also be among the 16 models featured in the Oceania booth.

The newest member of Oceania's *Estime* collection, the *Dignité* bath was designed to help people live independently in the comfort of their own homes, and bathe with safety, comfort, and ease. The bath, which measures 51 x 30 x 36 inches—twice the depth of a regular bathtub—allows bathers to easily seat themselves in a contoured 15 ¼ inch high seat, seal the water-tight door, and quickly fill the bath with warm water.

“*Dignité* was created as a result of listening to our customers' needs,” says Marc Dussault, president of Oceania. “The *Dignité* tub was designed to empower people with reduced mobility, and help them live their lives with independence and confidence. Our product not only achieves this goal, it also offers an unbeatable combination of beauty, functionality, flexibility, and rock solid acrylic construction.”

Dignité features a slip-resistant acrylic design, with a stylish modern look sure to please designers and consumers alike. With a solid surface acrylic finish, the bath resists scum and mildew build-up much more easily than the porous gel-coat fiberglass common to most walk-in baths. Unlike other walk-in baths, which can only be installed in an alcove, *Dignité* can be installed on a single wall, a double wall, in a corner or in an alcove. The bath also offers a fail-safe door seal with a lifetime warranty; a front panel that can be easily removed for cleaning and servicing, a sturdy, solid metal frame and adjustable legs; and optional grab bars to ensure the bather's safety.

Exclusive Super AeroMassage AirBath system

Dignité baths feature the next generation in AirBath technology—Oceania's exclusive Super AeroMassageTherapeutic AirBath system.

The *Dignité* Super AeroMassage offers up to 60 EasyClean air jets strategically positioned around the lower perimeter of the floor and seat, with additional EasyClean air jets positioned on the floor, surrounding the bather with gentle, thorough massaging therapeutic action. Additional features include a powerful, super-silent air blower, an integrated heating element for continuous warmth, and an electronic controller with three massage modes.

The most hygienic bath system in North America

Dignité baths, which feature Oceania's Self-Draining/Drying™ Air Channel System as part of its Super AirBath systems, take hygiene to a whole new level.

Instead of re-circulating used water for massaging action, AirBaths utilizes warm, fresh air pulled from outside the bath and injects it into the water to create a gentle, therapeutic massage. To ensure a hygienic experience every time, a purge/dry cleaning cycle is activated 13 minutes following any use of the system. In addition, moisture sensors located in the air channels are designed to detect water even if the electronics are not activated, triggering the purge/dry cleaning cycle 40 minutes later. This ensures that no moisture that could create bacterial growth is ever left in the channels.

Oceania's *Estime* Collection – "When Independence is Expected!"

K/BIS 2007 will draw over 900 companies exhibiting their products and more than 40,000 professionals from all over the globe from May 8-10. The *Dignité* bath will make its North American debut in booth N316 and in the New Product Pavilion. The *Sérénité* and the *Sakura* baths will be on display in the Oceania booth.

In June 2006, Oceania's *Sakura* bathtub won the award for excellence in the "new products – plumbing fixtures and valves" category at the Montreal International Design Show (SIDIM), underscoring the company's position as a leading contemporary designer and manufacturer of luxurious yet practical bathtubs.

About Oceania Baths

Oceania Baths designs, manufactures, and distributes deluxe acrylic baths and showers. Its product lines, which include a wealth of design, shape, and format options, along with the quality of its patented systems, have made Oceania a leader in its field. The company has the best selection of AirBath products on the market, with over 80 different models to choose from. Its design and manufacturing facilities are located in Thetford Mines and Trois-Pistoles, Quebec. The company markets its products mainly in Quebec, the rest of Canada, and the U.S. An engineering driven company, It invests heavily in R&D to ensure that its new products continue to meet high industry standards as well as customer needs and expectations. Oceania employs over a hundred people.

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For high resolution pictures of Oceania's products, go to www.oceaniabaths.com in the corporate section.