



PRESS RELEASE

For immediate release

## Oceania Baths showcases the “Intelligent Difference” of its baths at the annual Kitchen/Bath Industry Show in Chicago

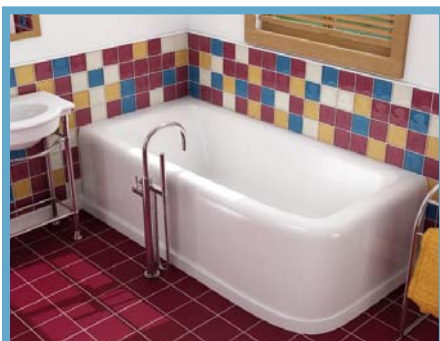
**Thetford Mines, Quebec, Thursday, April 3, 2008** — Oceania is heading to KBIS/Chicago with a completely new series of products in an area where it reigns supreme: state-of-the-art therapeutic baths. With the focus on Intelligent Difference, Oceania Baths designs, manufactures and assembles all its products in Quebec, Canada. It is now consolidating its leadership position with no fewer than three innovations: an all new “nostalgic” collection, exclusive products for people with reduced mobility, as well as a bath that makes a bold urban statement! Let’s just say Oceania will steal the show!

Oceania Baths continues to surprise. In addition to investing in making its processes and materials environmentally friendly in solid, quantifiable ways, the company from Thetford Mines, has developed new models that are pleasantly surprising in their design and their intelligence.



### The Classique Collection: Nostalgia for Today

The Classique Collection is already destined for great success. *“This new collection is called Classique, but don’t let that fool you: it is definitely modern in terms of its technological superiority and production quality,”* says Marc Dussault, President of Oceania. *“This collection will be noticed by people with that vintage sensitivity, who value timeless quality.”* Baths in this new collection are a powerful combination of Oceania’s one-of-a-kind technological mastery ensuring superior hygiene and sumptuous curves inspired by the cast-iron baths of yore. Their entirely unique look will help add that personal touch to your home, whether a new condo or a house that has been in the family for generations.





## Alegria: One Step Towards Autonomy for Individuals with Reduced Mobility.

Oceania will also be introducing its latest model in the popular Estime Collection, the *Alegria*. This collection has strongly positioned Oceania as a leader with safe, comfortable and easy-to-access therapeutic baths. The Estime Collection meets the growing need of people with reduced mobility that want to remain in the comfort of their own home. Compact and intelligent, the *Alegria* is a specialized bath designed for comfort and safety even for those on a strict budget.

## Juliette: The Chicago Blues!

In its Elegance Collection, Oceania now has an exclusive model that will turn heads: *Juliette*. Able to be fitted with any Oceania therapeutic air bath system, this claw foot bath stands out with its bright, bold and colorful design. Highly urban, the *Juliette* demonstrates the Oceania's versatility and opens the door to a new era.

## Intelligence Driving the Difference.

At this prestigious event, the company will present its new slogan: **The Difference is in the Intelligence.** *"We thoroughly examined what really differentiated us from others in the industry," explained Mr. Dussault. "The result of our inquiry and comparison was clear: it is the intelligence of our products. In their design, in their manufacturing, on all levels, right down to the smallest of details, our products are more intelligent because we designed them that way. For us, top of the line is not about price, but about product quality."*

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Recognized for the bold elegance of its baths, Oceania continues to redefine hygienic standards and comfort. Each year, it introduces six to ten new models from a team of designers working with R&D Department engineers.

Oceania Baths designs, manufactures and distributes state-of-the-art acrylic bathtubs and showers. Having developed Extreme Hygiene™, Self-Draining/Drying™, AeroMassage™ and Super AeroMassage™ patented systems, the company primarily distributes its products to Quebec, Canada and the United States. Its activities are focused in its two plants located in Thetford Mines and Trois-Pistoles, Quebec, Canada.

Oceania's outstanding Collections will be on view in **Booth # S4222 at KBIS 2008, April 11-13 in Chicago**. Come in and experience the Intelligence and the Difference!