



PRESS RELEASE

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DIRT DEVIL® PLATINUM FORCE® PARTICIPATING IN THE NEW AMERICAN HOME 2005 WITH AVAD

ORLANDO, FL – January 13 – 16, 2005 – Booth # W4189 – H-P Products, manufacturer of the high-performing Dirt Devil® Platinum Force® central vacuum systems, is participating in *The New American Home*® at the *2005 International Builders' Show* in Orlando, Florida through AVAD, America's leading home technology distributor. As part of the construction, both the Dirt Devil® Platinum Force® 699e® power unit and the White Glove™ Accessory Cleaning Kit are being incorporated to provide the health savvy homeowner with an energy-efficient, whole-house cleaning solution.

The Dirt Devil® Platinum Force® 699e® Filtered Cyclonic Central Vacuum System ensures optimum cleaning performance by combining cyclonic cleaning action with a high-performance filter. This bagless central vacuum system provides convenient whole-house cleaning without re-circulating dirt, dust and vacuum odors into the home. As a result, the upholstery and carpets are cleaned more thoroughly while the air remains free from dust and allergens.

"H-P Products is honored to be included in The New American Home 2005 project," comments Bud Kirkpatrick, President & COO. *"Dirt Devil Platinum Force is a versatile product and will provide the homeowner with an extremely efficient method of conducting everyday household cleaning."*

The New American Home® project aims to spotlight emerging trends in home building by showcasing a lifestyle-centered plan integrating home automation and technology, as well as energy- and materials-conscious home construction techniques. The home will be located twenty minutes from the Orlando Convention Center, and will open for tours during IBS 2005, Jan. 13-16.

The New American Home (TNAH) serves as the official showcase house of the annual International Builders Show. Every year, NCHI co-sponsors the construction of this house, which features current products and technologies, and contemporary design aesthetics. Since its inception in 1984, The New American Home has had the unique distinction of being both a show house and a for-sale product. While its design, construction, and amenities result from market-driven sensibilities, the structure also seeks to forecast shifting ideas of the home concept by including features that are a step ahead of mainstream.

NCHI and Hanley Wood's *Builder Magazine* are co-sponsoring The New American Home® 2005. It will be the 22nd construction of the home, each featured at the National Association of Home Builders International Builders' Show. The home will go live during the show's run, over January 13-16, 2005 in Orlando, Florida. The New American Home 2005® is open for scheduled tours by attendees.

The selected lot is located in the upscale Baldwin Park development, now taking shape on the site of an old Naval Training Center. The New American Home 2005's design will reflect the magnificent Mediterranean architectural style characteristic of old Southern homes.

As a participant in The New American Home® 2005, H-P Products, Inc demonstrates their mission to provide innovative products and unparalleled service. AVAD authenticates this commitment and lends its knowledge of the hottest new products available, as well as experience in building an effective dealer to builder relationship in integrating these technologies into new homes.

About H-P Products, Inc.

Dirt Devil® central vacuum systems, manufactured by H-P Products, Inc. provide a whole-house cleaning solution for health conscious homeowners. Available in a variety of sizes to accommodate most homes, the Dirt Devil® and Dirt Devil® Platinum Force® lines of central vacuum systems are offered with versatile accessories and kits for every application. H-P Products, manufacturer of VACUFLO® and Dirt Devil® central vacuum systems, offers over 55 years of expertise - with over 45 of those years manufacturing built-in central vacuum systems, as well as tubular products. Log onto www.centralvacheadquarters.com for more information on the full line of Dirt Devil® central vacuum products.

About AVAD

AVAD, LLC is the most complete home integration solutions provider in the United States. Its in-depth technology offering of the most trusted names and progressive continuing education programs provide all the support necessary to design and implement complete home solutions. AVAD stocks products for home theater, lighting controls, distributed audio/video, central vacuum, and more for just-in-time delivery from each of its 21 locations nationwide. With complete technical training and certification for industry hallmarks like CEDIA's Installer Level I Certification, AVAD is unparalleled in its commitment to expanding dealers' businesses and profits.

AVAD exemplifies this concept with the Dealer to Builder (D2B) program, which links members of its 8000+ dealer corps with homebuilders across the United States to outfit new homes with in-demand, cutting-edge electronic systems.

Product lines that AVAD distributes and supports include Belden, Bose, Carlon, ChannelPlus, Coleman Cable, H-P Products/Dirt Devil Central Vacuum Systems, D-Link, Draper, Fujitsu, Harman Kardon, Lutron, Middle Atlantic Products, Inc., NetStreams, OnQ Technologies, OpenHouse, Panamax, Panasonic Audio/Video, Panasonic Phones, Peerless, Philips, Polk Audio, ProConnect, ProFlex, Replay TV, RTI, Samsung, ScreenPlay by InFocus, Sharp, SharpVision, Spaun USA, VisionArt, Universal Remote Control, and more.

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