

Media Release
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Mac Frugal's Furniture to offer Happiness Guarantee

February 10, 2005 (St. Catharines, ON) - MacFrugal's Furniture, the largest Rent-To-Own store in the Niagara Peninsula, today announced that they will be offering an innovative new program known as the "*Happiness Guarantee*."

"The introduction of this new rebate program is win-win for our customers", said Gary Clemmensen, owner of MacFrugal's Furniture. "Customers now have the option of returning a product prior to the end of their rental agreement, and using past payments as a credit towards a different and/or new one", he added.

For example, if a customer under a three-year rental agreement for a VCR decides that after the second year they would rather own a DVD player, the new rebate program will allow them to use monies paid into the VCR against the new purchase of the DVD player.

"This revolutionary rebate program offers customers alternative choices and promises to revolutionize the rent-to-own industry. Customers are no longer locked into an agreement for a product they are unhappy with down the road," Clemmensen added.

The *Happiness Guarantee* program will be available at all three MacFrugal's locations.

About MacFrugal's Furniture

MacFrugal's has the three largest Rent-To-Own Stores in the Niagara Peninsula including Hamilton, St. Catharines and Welland. They offer brand name products for the lowest monthly and weekly rental rates in the industry. Their stores are up to six times larger than its competitors, providing customers with the widest selection of furniture, appliances, electronics, computers, and other products to choose from.

See attached PDF for additional details.

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