

For Immediate Release

July 31, 2009

## **Extended Product Warranty Exclusively from Desert Spring Products Humidifiers and Parts**

**MISSISSAUGA, ON** . In early 2009, Desert Spring Products (DSP) elected not to renew its five year relationship with Lowes in favor of pursuing a direct-to-consumer strategy in the United States DIY market segment. To stay ahead of surging on-line sales activity, the company made significant upgrades to its e-commerce infrastructure to enhance the on-line parts and products sales experience for its customers. In addition to important process improvements, DSP also expanded its water-conserving humidifier product offering and launched a set of new factory-direct, customer protection products available exclusively through the company's on-line store.

In addition to its flagship and award winning Rotary Disc Furnace Humidifier system, a simple and economical Drum humidifier is also available on-line. While lacking the significant performance and maintenance benefits of the Rotary Disc Humidifier, Drum systems are water-efficient. The key difference between the Drum humidifier from Desert Spring Products compared to other like-products on the market is the automatic drain system. This ensures a periodic partial drain of the basin which refreshes the stand-by water and removes scale to extend the life of the evaporative pad between replacements. Optional extended warranty packages will also be available to on-line buyers of new products and selected parts and accessories. To learn more, please visit the on-line store at the company website

DSP is a private company and winner of the 2008 Frost & Sullivan Best Practices Award. DSP is Canada's only major furnace-mount humidifier OEM with a near-term vision of significantly increasing its presence in the North American whole house indoor air quality market. DSP currently develops, manufactures, and markets a patented line of premium humidifiers and related products. Distribution of the Desert Spring Humidifiers began in 1997 and has since expanded across Canada and to the United States. For more information on Desert Spring Products, visit our website at [www.desertspringproducts.com](http://www.desertspringproducts.com)

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