

For Immediate Release:

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Making a Statement with Steam:
HAAN Introduces Latest Line of the Most Technologically-Advanced Steam Cleaners

Lancaster, PA (February 22, 2012) — [HAAN USA](http://www.haanusa.com), the industry leader in steam-cleaning technology, has introduced its latest line of stylish, easy-to-use steam cleaners. The newly launched products deliver an exceptional steam-cleaning experience with sophisticated engineering, trendsetting design and superior quality that will last a lifetime.

“We are committed to giving the consumer the best possible cleaning experience, while lending an air of sophistication to a seemingly mundane task,” said Romi Haan, President and Chief Executive Officer of HAAN Corporation. “Steam is our passion. We are proud to be at the forefront of steam technology that makes it easier to achieve a clean, safe home while being sustainable and chemical-free.”



HAAN AllPro™ HS-20

The newest feature in upright steam mops, Smart Steam Technology®, advances HAAN even further above the competition. The machine-powered pumps, water heaters, steam jets and Ultra-Microfiber cleaning pads have been engineered for each product to kill 99% of bacteria, dust mites and household germs, all while being 100% chemical-free. Its even distribution of 212 degree steam from 15 steam jets provides a wide cleaning path and reduces hot spots. The water tanks are removable, making it convenient for the consumer to fill at the tap and the new Micom circuit heaters heat-up water in a mere 20 seconds.

HAAN’s product line includes:

- **Swift SI-25™ Sanitizing Steam Mop:** Light weight, easy to use and assemble; best for quick and easy cleaning that kills germs and bacteria in one second. Debuts in 2012.
- **Agile SI-40™ Sanitizing Steam Mop:** The swivel head maneuvers around furniture and appliances; includes Carpet Glide attachment to sanitize, refresh and deodorize carpets and rugs.



HAAN Complete™ MS-30

- **Select SI-60™ Adjustable Steam Machine:** Features variable steam output for durable or delicate floors, Carpet Glide attachment and a removable water tank that fills right at the tap.
- **Total HD-60™ One Easy-to-Use Machine:** One step cleaning: sweeping & steaming in one product simultaneously or independently.
- **Multi SI-70™ Steam Mop and Handheld:** Steam mop that includes multi-use removable handheld steamer with electronic pump for continuous steam.
- **Power & Finesse SI-75™ Steam Mop and Handheld:** Steam mop that includes high-powered, calibrated removable handheld steamer with deluxe attachment kit. Debuts in 2012.
- **Complete MS-30™ Steam Sanitizer:** Multipurpose cleaner featuring canister design, flexible steam hose, versatile extension pole that includes deluxe attachment kit, on-board storage, and large capacity water tank.
- **AllPro HS-20™ Handheld Steamer:** From kitchen countertops to hard-to-clean corners of the bathroom, it replaces a wide range of expensive cleaning and disinfecting products.

The Buzz about HAAN:

“HAAN steam cleaners are the best!” – *Robert Verdi, celebrity stylist and star of The Robert Verdi Show on LOGO via Twitter*

“This product is a superior sanitizing steam mop because it is very effective; cleaning my kitchen and bathroom tile floors has never been easier.” – *SimplyStacie.net*

“I’ve had my HAAN for three years now and I love it! I’m going to buy another one for a backup.” – *Facebook fan*

“Anyone with dogs and wood, laminate or tile floors must try this steam mop! We run a rescue and this product has been a life saver!” – *For the Love of Pits, nonprofit organization*

Prices for HAAN steam cleaners range from \$59.95 to \$179.95. For more information about all HAAN products, visit www.haanusa.com.



HAAN Power & Finesse™ SI-75

About HAAN Corporation

[HAAN USA](http://www.haanusa.com), headquartered in Lancaster, PA, has been the industry leader in steam-cleaning technology for more than a decade. It is a division of the HAAN Corporation founded in Korea by Romi Haan, a former housewife-turned-successful entrepreneur. Dedicated to creating products that are good for the home and the global environment, while being cost effective and easy-to-use, HAAN’s steam-cleaning tools were first introduced in the U.S. in 2007. HAAN, committed to providing continual innovation in its field, developed Smart Steam Technology®, a process by which all products are constructed to ensure the highest standards in engineering, quality and customer service. Become a fan of HAAN on [Facebook](https://www.facebook.com/haanusa), follow HAAN updates on [Twitter](https://twitter.com/haanusa), and check out HAAN videos on [YouTube](https://www.youtube.com/haanusa). HAAN products are sold online and at retail stores nationwide.

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