

World Business Communications



Maxx Appliances Inc. is now Maxx Systems Inc.

Our company started back in 1920 as an ice company and built one of the first reliable refrigerators used by consumers worldwide.

Now, we are pleased to announce our change of name to Maxx Systems Inc. We believe this change more accurately describes our expanded mission statement: Offering Smart Refrigerators and Smart Hubs to control other smart systems.

Maxx Systems now designs and manufactures refrigerator for this new era of "Smart" appliances. The refrigerator is the first of our plans for Smart appliances and will work in conjunction with the Smart Hub to manage devices wirelessly.

With the expanded product line, we are changing our company's operating philosophy and practices to be more "AGILE" as an organization. We will be the quickest to market, with market and user driven solutions of the highest quality.

We thank our employees, investors and advisors for their hard work and brilliant contributions to this exciting transformation.

For further questions, please contact our Investor Relations Department.

Bet Cain

CEO, Chair Strategic Planning Committee

