



Boilerroom Equipment, Inc.

673 Donohoe Road, Suite A
Latrobe, PA 15650
Phone: (866)666-8977



Joseph M. Day Co.

1840 N. Michigan Ave.
Saginaw, MI 48602
Phone: (989) 755-0583
Fax: (989) 755-1309

Contact: Vince Sands	Contact: Mike Day	FOR IMMEDIATE RELEASE
Phone: (866) 666-8977	Phone: (989) 755-0583	June 1, 2009

Boilerroom Equipment Announces Sales Partnership with Joseph M. Day Company

Latrobe, PA June 1, 2009: Boilerroom Equipment announced that they have expanded their sales support to Michigan companies by signing an exclusive sales agreement with the Joseph M. Day Company for the state of Michigan. Joseph M. Day will provide focused sales coverage to prospects and customers located throughout the state.

Joseph M. Day Company will actively promote and sell Boilerroom Equipment's HeatSponge High Performance Boiler Economizers. These products and systems are a strong addition to the boiler products currently marketed by JMDC.

Boilerroom Equipment's Vince Sands, Vice President of Sales said "The Joseph M. Day Company's years of experience selling and servicing boilers is expected to strengthen Boiler Equipment's presence in Michigan. We are pleased to have them join our national network of high quality sales representatives." This will enable both companies to collaborate with enhanced systems capabilities for commercial and industrial customers throughout the state.

Representing the Joseph M. Day Company, Mike Day Vice President of the Boiler Sales team expressed "The addition of Heat Sponge to our line of boiler products will enable us to more effectively and efficiently provide our current and future customers with expanded capabilities to meet their ever changing demands and needs. We are excited to be joining the Boiler Equipment family and look forward to capitalizing on the uniqueness of their products".

This partnership comes at the right time, as Michigan slowly improves its economic position and companies begin to consider upgrading equipment that previously was deferred as a result of the tight capital markets.

Boilerroom Equipment, Inc. is geared toward providing super-high efficiency boiler economizers focused on single and two-stage heat recovery. Their products allow any boiler to compete heads-up with the coming new generation of boilers that feature two-stage heat recovery to achieve their efficiency claims. If a company's boiler is not equipped with an economizer then they are wasting energy up the stack. The HeatSponge economizer was developed to recover this wasted energy while being easy to install and maintain. The company's return on investment payback depends on their fuel costs, average loading, and hours of operation. HeatSponge offers economizer equipment to cover the smallest commercial boilers to the largest industrial watertube boilers.

Joseph M. Day Company serves customers throughout central and northern Michigan including the Upper Peninsula. They provide equipment application, selection and sales to contractors, end users and consulting engineers. Equipment sales efforts are supplemented and supported by their field services which deliver installation support, start-up, after-market repair and retrofit services. They combine 60 years design, engineering and project management experience with an intimate knowledge of internal workings of boilers and related processes.