



TEL 704.814.0855
TF 866.304.6283
FAX 704.708.5365

info@mirrormate.com
www.mirrormate.com

**UPDATE & UPGRADE THE LOOK & FEEL OF A VACATION PROPERTY IN MINUTES
WITH MIRRORMATE® FRAMES**

–Take the Bathroom Mirror from Bare to Beautiful with a Hotel-Inspired, Designer Frame –

CHARLOTTE, N.C. (February 15, 2010) – Whether renting, selling or personally taking pleasure in the ownership of a timeshare or vacation property, updating and upgrading helps maintain the value, interest and enjoyment in a unit. As with a home or hotel, a bathroom update is typically tops on the list - instantly projecting a high-end, well-maintained feel throughout the entire space.

New paint, hardware and lighting are easy and affordable, but what about that large, plate glass bathroom mirror that looks dated and dingy? To give the mirror the same finished, designer look found in high-end hotels and conceal de-silvering, MirrorMate® frames created a line of high-quality, durability-tested, custom-cut frames specially designed to adhere directly to the mirror currently on the wall. As recognized product used by major hotel chains for over five years, the pre-taped frame is easy to assemble and installs in a matter of minutes –ensuring no room downtime. Best of all, the custom transformation comes at a fraction of the cost of traditional framing or purchasing a whole new mirror.

“Next to paint, installing a MirrorMate frame is about the most inexpensive –and visible– change you can make to update a bathroom,” said Lisa Huntting, president of MirrorMate LLC.

MirrorMate’s custom cut frame fits mirrors of any size, even where the mirror edge meets a backsplash, wall or ceiling. Just like a frame for a piece of art, it features mitered corners that give the mirror an authentically framed look. Unlike competitors, the patented design allows the frame to cover de-silvering and the clips that hold the mirror while also masking the mirror’s edge – so there’s no telling it isn’t an expensive, free-hanging mirror.

How it Works

All you need to order a MirrorMate frame are the mirror’s measurements (width and height) and the distance from the mirror’s edge to the backsplash, ceiling or wall. At the retail site, www.mirrormate.com, (or commercial site, www.mirrormatecommercial.com for large orders) there are over 40 styles and finishes –from rich wood to ornate looks and metallic tones. The custom cut frame is delivered within approximately 10-14 business days. Assembly and installation take approximately 20 minutes (plus time for the glue to dry). You’ll simply need to join the frame corners with the supplied wood glue and push in the corner wedges – just like those professional framers use. Once dried, you’ll use placement corners to properly align the frame on the mirror before pressing the pre-taped frame directly onto the glass.

The cost for commercial customers typically ranges from \$59 to \$99, depending on the molding chosen and the mirror size. To receive specific commercial pricing information, contact Becky Wyatt, Customer Service Manager at becky@mirrormate.com, 866-304-3372 ext. 222 or Bob Battista, VP Commercial Sales, at bob@mirrormate.com or 866-304-3372, ext. 226.

“The sheer size of a bathroom mirror makes it a focal point in a room – it should be one that reflects style and beauty,” said Huntting. “With MirrorMate it can be done at a cost that is affordable.”

ABOUT MIRRORMATE LLC

Headquartered in Charlotte, North Carolina, MirrorMate LLC was founded by Lisa Huntting, who invented the company’s flagship product, the MirrorMate® frame, as a design solution for the bare mirrors in her own home. As the original and industry leader, MirrorMate® frames are patented in the U.S. and Canada. In 2008, MirrorMate® expanded their offerings with Pizzazz® MirrorSquares®, a line of custom-framed mirror squares designed to hang in groupings – adding visual interest, and reflecting the homeowners’ individual décor and style. The Pizzazz® MirrorSquares® are available in over 35 frame styles. In 2009, MirrorMate® also launched a line of fully framed mirrors for commercial accounts, allowing for a cohesive look between new and renovated properties. The framed mirrors come in the same styles as the original retro-fit MirrorMate® frames and include vanity, full length and accent mirrors. For retail and wholesale information, as well as a MirrorMate® demonstration video, please visit www.mirrormate.com. For commercial information, please visit www.mirrormatecommercial.com. Connect with MirrorMate on these networks: www.twitter.com/mirrormate and www.facebook.com/mirrormateframes.

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Contact: Amy Florek, 617-640-8134, amy@florekpr.com