



For immediate release

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***See Us at Booth #2535 at ISPA EXPO 2010
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**Transfer Master Introduces Industry First:
Portable, Easy-to-Assemble, Adjustable Bed**

A new adjustable bed targeted to the home market from Transfer Master Products offers the ultimate in convenience: it's portable, adjustable, and can be assembled in under ten minutes – without tools.

Lightweight, sturdy and constructed of high-grade steel, the bed is manufactured in the U.S. and features a high-quality, non-institutional look that's designed for in-home use and fits attractively into virtually any bedroom setting. Transfer Master standard specs include head and foot rails, smooth-rolling casters and availability in twin, full, queen, dual king and high-low models.

The new one-person-assembly bed offers consumers simple shipping and set-up. The bed can be shipped via FedEx ground instead of special truck delivery. One person can easily carry in and assemble the bed without the use of special tools, compared with conventional products, which often may require a two-man crew and technician set-up.

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“We consider this the first portable, adjustable, cash and carry bed on the market,” says Aaron Goldsmith, Transfer Master president and co-founder. “In fact, a consumer can purchase the bed from a local dealer, bring it home and set it up immediately. These benefits are extremely important for consumers who need to quickly accommodate an injured or ill family member.”

About Transfer Master Products

Founded in 1993, Transfer Master Products, Postville, IA, offers a complete line of hospital and home-style adjustable beds. Products, sold online, by phone and through dealers, include hi-low, institutional and adjustable models.

The company’s patented first model is the Original Transfer Master, America’s best-selling, fully-featured adjustable hi-low bed. The attractive low-rise design enables anyone to easily transfer in and out of the bed, and even from a wheelchair, yet still allows for height adjustments to facilitate caregiving.