

Fact: The Environmental Protection Agency (EPA) has indicated that indoor air pollutants may be up to 100 times higher than outdoor air.

Result: The PURE program significantly reduces the impact of potential irritants on hotel guests.

Fact: Your lungs hold one cubic meter of air which can contain up to 15 million small particles of:

- mold and fungi
- bacteria and viruses
- pollen
- dust mite feces
- cleaning agents

Result: Third party, independent, testing by the State University of New York at Buffalo showed a reduction of small particles in a PURE Room from 9 million to as low as 150,000.

*CFU = Colony Forming Unit

	<u>PURE ROOM</u>	<u>Normal Room</u>
• Air Viable Fungi	98 CFU/cubic meter	459 CFU/cubic meter
• Air Total Fungi	58 CFU/cubic meter	10,153 CFU/cubic meter
• Carpet Total Fungi	4 CFU/sq.ft.	10 CFU/cubic meter
• Carpet Viable Fungi	55 CFU/sq.ft.	211 CFU/sq.ft
• Carpet Viable Bacteria	2,000 CFU/sq.ft.	112,000 CFU/sq.ft

<u>Air Conditioner in Room:</u>	<u>PURE ROOM</u>	<u>Normal Room</u>
• Total Fungi	150,000 counts/gram biofilms	(149,000,000)
• Viable Fungi	3,780,000 CFU/sq.ft	(9,067,000)
• Viable Bacteria	2,000,000 CFU/sq.ft.	(20,670,000)

Particle Concentration in a PURE Room:

377,000/cubic foot small breathable particles

Particle Concentration in a Normal Room:

3,710,000/cubic foot small breathable particles

Particle Concentration In Outside Air:

4,610,000/cubic foot small breathable particles out side air

Fact: All surfaces in a PURE Room are specially treated to reduce the environmental impact of a conventional room, creating a much healthier setting for your guest.

Result: More than 1,500 guests enjoy PURE Rooms weekly and that number grows daily.

Media Contact: M. Silver Associates Inc.
 Linda Ayares / Carrie Hyman
 Tel: 212-754-6500 ext. 262 / ext. 245
 E-mail: linda@msilver-pr.com / carrie@msilver-pr.com