



FOR IMMEDIATE RELEASE:

CONTACT:

Brooks Brown / Dan McGrady, Co-Founders

Advanced Purification

(740) 387-PURE [7873]

(877) 979-PURE [7873]

info@advanced-purification.com

Advanced Purification™ Announces the Launch of Their SanusAer™ Indoor Air Purification Services in Central Ohio.

Marion, Ohio (September 8, 2008) - Welcome to the Future of Healthier Indoor Living! Advanced Purification™, *The Indoor Air Quality Experts*, introduces to Central Ohio a new service of home sanitization designed to rid the home of indoor pollutants by applying shock treatments of nature's most powerful purifying agent: Activated Oxygen.

Activated Oxygen safely deodorizes, disinfects, and destroys the sources that poison the indoor air. Advanced Purification™ will lead this budding market, providing outstanding results with impeccable service and a purification guarantee.

In recent years, a growing body of scientific evidence indicates that the air within homes and other buildings is more seriously polluted than the outdoor air, even in the largest and most industrialized cities. Indoor air pollution is directly responsible for a wide range of serious health effects that include: numerous allergies, asthma, bronchitis, emphysema, heart disease, and cancer.

Advanced Purification™ performs on-site risk assessments and provides customized treatment options to eliminate the health risks associated with indoor air pollution, and ultimately improves the occupants' quality of life in the process. The primary treatment method, known as SanusAer™, (Latin for "Healthy Air"), involves the use of proprietary, high output activated oxygen generators and shock treatment application methods to purify residential and commercial buildings.

Activated oxygen is currently used on an industrial basis to purify the food we eat and the water we drink. It is also a "green technology," incorporating nature's most powerful

purifying agent, scientifically proven to deodorize, disinfect, and destroy the pollutants that poison the indoor air, including:

- Biological Pollutants (Bacteria, Viruses, and Fungi)
- Unpleasant Odors (smoke, mildew, cooking, and pets)
- Dust Mites, Pollen, and other Allergens
- VOCs (benzene, formaldehyde, methylene chloride, and others)
- Molds (Including Toxigenic or Black Mold)
- MRSA (“Super Bug”)

A superior alternative to standard chemical sanitization methods, the use of SanusAer™ shock treatments has the following key advantages:

- A highly effective, broad-based, purification technology
- With professional application, our Activated Oxygen process is completely safe
- It is more economical than other treatment alternatives
- There are no chemical residues left behind (Green Technology)

For additional information on Indoor Air Purification Services, call (877) 979-PURE [7873] or e-mail: info@advanced-purification.com You can also visit our website for links with more information on the hazards of indoor air pollution: www.advanced-purification.com

ABOUT Advanced Purification – Established in 2007, *Advanced Purification*™ is a Marion, Ohio based Indoor Air Quality service-company founded by Brooks Brown and Dan McGrady. Our purpose is to educate the homeowner on the importance of indoor air quality and to provide the most effective service available to ensure our clients have the safest indoor environment possible. We market to those who desire a cleaner, healthier, and odor free living environment. Routinely used on an industrial scale for water purification, food processing, and soil remediation, Advanced Purification™ is now using this technology in the home to sanitize the environment and eliminate the health risks that arise from indoor air pollution. Advanced Purification™ provides a structured Indoor Air Quality inspection and treatment options that include: whole house shock treatments, maintenance treatments, and ancillary purification services.

- END -

[AP Launch.doc]