

With New Studies Linking Lead Exposure to Increased Alzheimer's Risk - and Indoor Air Pollution to Cardiovascular Disease - The New Lead-Free Paralda is the Logical Choice for Home

Austin, Texas - April 28, 2008 - Toxins in the home may be more harmful than previously thought, according to the conclusions of two recent scientific studies. The results of a National Institutes of Health-funded 23-year study published recently in *The Journal of Neuroscience* reported a link between early-in-life lead exposure and accumulation of Alzheimer's-type plaque in the brain later in life. In a separate study, published in the *American Journal of Respiratory and Critical Care Medicine*, scientists discovered that particles found in indoor air can be inhaled and enter the bloodstream affecting blood vessel performance and possibly increasing the risk of cardiovascular disease in the elderly. In an effort to reduce lead exposure in the home and combat indoor air pollution, Alen Corporation is launching nationwide this July the first and only lead-free portable home air purifier ever available for purchase in the U.S. marketplace called "Paralda".

"The findings of these two recently released scientific studies illuminate the fact that the air in American homes needs to be vastly improved without using a consumer electronic device containing lead," said Peter Mann, CEO of Alen Corporation. "Paralda will be the first and only air purifier in America available for consumer purchase that is completely lead-free. Alen Corporation has spent years on its development and the result is a compact, modern design featuring the most advanced HEPA filtration system, a UV lamp set to last 3 to 5 years, and ionizer - all while being Energy Star qualified and ozone-safe," concluded Mann.

Paralda has a 24-hour programmable timer, weighs 17 lbs., measures 8"W x 11"D x 28"H, with a low power consumption of 55 watts. It features a translucent outer core with two color choices for the inner core - bamboo green or white. It will be available July 2008 and the retail price is \$499 U.S.

Visit www.alencorp.com for more information. Wholesale inquiries are welcome - contact Jason Welsh at 727-230-0684.

About Alen Corporation

Privately held, Texas-based Alen Corporation is a leading manufacturer of innovative indoor air quality products including HEPA air purifiers, portable air conditioners, dehumidifiers, and odor sprays.

Media Contact: For more information or digital images - RPR Public Relations, Inc. Tel. 786-290-6413 or e-mail: rromano@romanopr.com