

## **New and Ultra-Stylish "Paralda" to Dominate the Portable Air Purification Market as the First and Only Lead-Free, Energy Star Qualified, and Ozone Safe Air Purifier**

**Austin, Texas - April 7, 2008** - High performance is marrying high style as Alen Corporation (<http://www.alencorp.com>) prepares to redefine the air purification market with the ultra-lux "Paralda" portable air purifier debuting this July. Unlike any other air purifiers presently available to U.S. consumers, the chic Paralda is completely lead-free, ozone safe, and Energy Star qualified by the U.S. Department of Energy and the U.S. Environmental Protection Agency.

Paralda's distinctive silhouette, human-friendly components, and category redefining performance abilities were years in development. The powerful four-speed Paralda couples modern design with the most advanced HEPA filtration system available, a UV lamp set to last 3 to 5 years, ionizer, the industry's best lifetime warranty, and an easy-to-use 24-hour programmable timer. Consumers with asthma or allergies suffering from airborne pollutants such as cigarette smoke, pet dander, cooking odors, dust and pollen will have an impressive new indoor air cleaning solution.

"For consumers who demand the very best in indoor air quality - we have designed the Paralda - a name referencing the ancient elemental king of air," said Peter Mann, CEO of Alen Corporation. "No detail was overlooked in Paralda's developmental phase. We are the only manufacturer in the U.S. that chose to omit lead from our air purifier - a confirmed lethal substance for humans and pets. Our Energy Star rating will markedly contribute to savings on the user's energy bill and in time this savings will completely cover the cost of Paralda. This is the first air purifier in the U.S. to combine unparalleled quality, high style and technologically advanced safety elements," concluded Mann.

Paralda weighs 17 lbs., is 8"W x 11"D x 28"H, and has power consumption of 55 watts. It features a translucent outer core with two color choices for the inner core - bamboo green or pure white. It is recommended for bedrooms, living rooms, nursery, kitchens, bathrooms, and offices. It will be available July 2008 - retail price: \$499 U.S.

Visit [http://www.alencorp.com/air\\_purifier\\_Paralda.asp](http://www.alencorp.com/air_purifier_Paralda.asp) for more information. Wholesale inquiries welcome - call Jason Welsh at 727-230-0684.

### **About Alen Corporation**

Privately held 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:**

RPR Public Relations, Inc.

e-mail: [rromano@romanopr.com](mailto:rromano@romanopr.com)

Tel. 786-290-6413