

## **For the First Time this Winter Consumers Have a Green Solution that Eliminates 99.97% of Indoor Air Pollution**

**Austin, Texas - November 10, 2008** - Airborne irritants can build up indoors during the winter months, causing sore throat, coughing, stuffy nose, burning eyes, and post-nasal drip and other allergic reactions, as well as asthma, chronic sinusitis and even lung cancer. Americans spend almost 90 percent of their time indoors during the cold winter months, where they can be exposed to a variety of airborne pollutants such as dust, secondhand tobacco smoke, mold and mildew. The high cost of energy has many consumers turning to the burning of wood - a serious health offender because wood smoke contains fine particulates and an array of byproducts that contain dioxins, furans, and a variety of other carcinogens. In fact, scientific studies published by the Center for Indoor Air Research have shown wood smoke particles swell up inside the 99% humidity of the human lung, thereby depositing a higher load of the combustion toxins directly into the blood stream.

“Exposure to these common indoor air pollutants, including wood smoke, puts a heavy physical and financial burden on consumers,” said Peter Mann, CEO of Alen Corporation. “During the winter months, people are at greater risk when their home and office windows are tightly shut and less fresh air can circulate. Our company has created the only eco-friendly solution to indoor air pollution in the home or office - a new lightweight and portable air purifier called ‘Paralda.’ The four-speed Paralda is the first and only green high performance air purifier ever available in the United States. The unit has an advanced HEPA filter lasting 6-9 months with continuous daily use and an air cleaning efficiency rate of 99.97% - including a UV lamp life that kills airborne bacteria and viruses. It is made with absolutely no lead components, is ozone safe, and Energy Star rated. The 24-hour programmable Paralda is the most powerful and energy efficient portable air cleaning device on the North American market - utilizing only 19 to 55 watts - which is less energy used by a light bulb. We also offer the industry’s best lifetime warranty,” concluded Mann.

Paralda is available starting this month for purchase nationwide and in Canada and will be shipping on November 28. Paralda can be purchased online from Alen Corporation , Amazon.com, Homeclick.com, Absolutehome.com, Morekitchenappliances.com, Target.com, Csnstores.com, Sylvane.com , Air-Purifier-Direct.com and Air-Purifiers-America.com. The retail price is \$499.00 U.S.

Visit <http://www.alencorp.com/ProductDetails.asp?ProductCode=Paralda> to purchase a new Paralda - or to review a detailed product description and technical specs.

### **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:**

Ria Romano, Partner  
RPR Public Relations, Inc.  
Tel. 786-290-6413