

Give the Gift of "Green" Air this Holiday Season with a New Paralda - Available for the First Time this Christmas and Hanukkah

Austin, Texas - September 15, 2008 - This holiday season give the entire family the gift of "green" air with Alen Corporation's new Paralda - the first and only certified green, eco-friendly air purifier ever available for purchase in the U.S. The Paralda creates an entirely new category of portable indoor air purification systems by being the only portable air purifier in the U.S. that is made with 100% lead-free components, RoHS compliant, ozone safe, and Energy Star qualified. The new green air purifier is available for purchase nationwide starting this month online from Alen Corporation (<http://www.alencorp.com>), Target (<http://www.target.com>), and Linens 'n Things, Inc. (<http://www.lnt.com>).

"For holiday shoppers looking for the safest and most efficient air purifier for their family this Christmas or Hanukkah - we have designed the Paralda - the first and only certified green, portable air purification appliance ever available in the United States," said Peter Mann, CEO of Alen Corporation. "Most importantly, we are the only manufacturer in the U.S. that chose to omit lead components from our air purifier - a confirmed lethal substance that is found in other air purifiers available for purchase in the U.S.," concluded Mann.

In addition to containing zero lead, the new Paralda has several safety and advanced efficiency features not found in other air purifiers:

- Cable management system (safety feature) - allowing the user to set the cord length eliminating excess cord on the floor.
- Light touch activation controls (other air purifiers use push buttons or manual knobs).
- User interface light dims after 30 seconds (like a cell phone).
- Auto-closing cover - start to close cover and it will close by itself.
- UV lamp replacement indicator - illuminates if the lamp is not functioning properly.
- Patent-pending air flow design - air comes in the back of the air purifier and exits out each side. This distributes the air in the most efficient manner possible and doesn't create a draft.

Paralda's distinctive silhouette, eco-friendly components, and category redefining performance abilities were several years in development. The powerful yet quiet four-speed Paralda couples modern design with the most advanced HEPA filtration system available, a UV lamp to kill bacteria in the air - set to last 3 to 5 years, ionizer, the industry's best lifetime warranty, and an easy-to-use 24-hour programmable timer. In addition, Paralda's Energy Star rating will contribute to noticeable savings on the user's energy bill and in a short time this savings will cover the cost of Paralda.

Paralda weighs 17 lbs., is 8"W x 11"D x 28"H, and has a low power consumption of only 55 watts. It features a translucent outer core with a bamboo green inner core. Its slender shape easily fits into any kitchen, bathrooms, living rooms, baby's nursery, home offices or bedrooms. The retail price is \$499.00 U.S.

Visit http://www.alencorp.com/air_purifier_Paralda.asp to purchase a new Paralda or obtain more information.

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.

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