



FOR IMMEDIATE RELEASE 11/07/07

Official Response

EcoQuest Responds To Consumer Reports Evaluation

Greeneville, TN – With EcoQuest’s mention in the December 2007 issue of Consumer Reports, some questions have been raised. This document is intended to address the content of the report, as well as provide access to additional relevant information.

It should first be noted that Consumer Reports did not speak to EcoQuest for comment, or to confirm the context or accuracy of their conclusions. Had they done so, they would have gained an understanding of our multiple technology strategies like ionization, the use and purpose of ozone and the “Away Mode,” and ActivePure (RCI) technology.

Independent University testing conducted over many years proved our ActivePure strategies vastly improved the indoor environment.

ActivePure (RCI) technology for killing germs, mold, and microbiologicals:
In peer-reviewed, published Kansas State University studies, our ActivePure (RCI) process reduced up to 99.9 % of bacteria, viruses, molds, and yeast on surfaces.

ActivePure Ionization technology for smoke and particulate removal:
In studies at the University of Cincinnati, ActivePure ionization technology demonstrated an ability to drop particles from the air, out of the breathing space, as much as 100 times faster than natural gravity.

We cannot comment on the results of the Consumer Reports testing. We do not know the size of their test chamber, or their testing procedures. We do not know if the appropriate settings were used, or the size and condition of the environment. We do know we were tested against a paper filter, which is not an accurate comparison of technologies.

Ozone at trace, safe, natural levels for reducing odors:

The Consumer Reports article did focus disproportionately on ozone with regard to EcoQuest's technology. While ozone is in use, it is a small part of our overall strategy. The purpose of ozone is for natural odor removal. The effectiveness of ozone for this purpose is well documented, and has been validated in Federal court. In some operational modes, safe, natural levels of ozone are created by our technology for this purpose.

Our "Away Mode," designed to raise ozone levels higher when no one is present, provides even greater odor reduction. Ozone at less than 50 ppb is considered safe and normal the world over. Fresh, natural outdoor levels generally fall within that range.

ActivePure (RCI) and "Certified Space Technology":

Our ActivePure (RCI) technology is "Certified Space" technology based on research conducted by NASA. Their research focused on prolonging the life of plants in space by scrubbing the air of environmental contaminants using photo catalytic ionization – the application of UV light to Titanium Dioxide, which is the process we developed and advanced upon.

We received our "Certified Space Technology" certification from the NASA-affiliated Space Foundation. This is the same certification granted to Silhouette eyewear and the Tempurpedic mattresses.

To quote Kevin Cook from the Space Foundation:

"The Space Foundation, in cooperation with our friends at NASA, conducts the Space Certification to promote the extraordinary products and services that bring the benefits of space technology home to Earth, and improve the quality of our lives" said Cook. "By successfully applying space-based technology to improve our lives on Earth, EcoQuest has joined an exclusive group of certified companies."

We are proud of the distinction. EcoQuest has never claimed our products are in use on the International Space Station or on shuttle missions.

Responding to Consumer Reports

We trust that the misleading information in the article was a mistake. We believe that after reviewing our peer-reviewed, published papers, as well as a more thorough researching and understanding of our multiple strategies and “Certified Space Technology” certification, they will clarify the content of their article. We will work with Consumer Reports to have a correction made to the information as it was stated in the article.

About the science of ActivePure technology:

We have serious reservations relating to the ability of any organization to competently test and substantiate the science or effectiveness of a product within the proper scope of “industry standards,” even when they objectively strive to deliver good, unbiased results, as Consumer Reports Magazine has always held as their standard. This is why we have invested millions of dollars, spent years testing, and commissioned the most reliable, competent Universities to conduct the testing of our products and the claims that we make. Peer- reviewed documentation and double-blind studies are the only “scientifically substantiated” documentation accepted “world-wide.

Dr. James Marsden

Distinguished Professor - Animal Sciences and Industry

Kansas State University

Note: Dr. Marsden has been a consultant to the USDA, the Department of Homeland Security, and the United States Congress regarding biological issues in agriculture and industry. He has frequently appeared as an expert on major news programs due to his extensive background and credentials.

“For the past several years, researchers at Kansas State University have evaluated the technologies utilized by EcoQuest. In all cases, the units have virtually eliminated harmful bacteria, molds and viruses from environmental surfaces. Our findings will be published in the December 2007 issue of the Journal of Rapid Methods and Automation in Microbiology.”

Dr. Sergey Grinsphun

Professor - Environmental Health

University of Cincinnati

Note: Dr. Grinsphun is an internationally recognized scientist who has authored around 430 scientific publications, including over 140 original articles in peer-reviewed journals.

“I have tested air filtration and air purification technologies for many years, including – recently – the EcoQuest’s Fresh Air technology. The results of

the laboratory study conducted by the University of Cincinnati team were summarized in a paper published in Environmental Science and Technology, the most respected journal in the field.

As a part of a peer-reviewed process, I had to answer many pages of questions before it was accepted for publication. Of course, I stand by the study's findings and am convinced that this technology allows for significantly reducing the concentration of aerosol contaminants in indoor air."

Mike Jackson

President and CEO – EcoQuest International

"As the President and CEO of EcoQuest, one of my biggest desires is to provide products that improve the quality of life and home environments. Fresh Air with ActivePure accomplishes this goal. I use and enjoy Fresh Air throughout my home and office and am 100% sure the units work better than paper filters for combating smoke, and germs, mold and other contaminants. When people try our products with a risk-free trial, they buy them because they work."

Allen Johnston

Chief Technology Officer –EcoQuest International

"EcoQuest has spent millions of dollars and countless man hours developing and testing ActivePure technology. ActivePure technology is an active technology. That is to say it works actively in the environment. Contrast that against paper filters, which are passive technology. Paper filters work great in areas within a few feet of the machine, but only impact the air that passes through the machine.

The testing conducted by Consumers Reports did not address the air or surfaces across the room or a few rooms away. Further, the results of testing ozone levels and ActivePure technology in an empty room will be out of context. If our Fresh Air by EcoQuest is used on normal mode in a room with furniture, people, animals, etc., the ozone levels will register well below normal, safe, outdoor fresh air.

Fresh Air is not a paper filter and must be tested differently. I will be happy to supply Consumer's Union with a methodology to do so if requested, as our products have been tested repeatedly in independent, published studies."

Dr. Allan Somersall
Physician and Author

“I have installed two DuctwoRx units, one Fresh Air and one ecobox in my home. As a doctor, father and grandfather, I am convinced the science and effectiveness of these units makes my home healthier and safer.”

Kevin Cook
Director of Space Technology Awareness – The Space Foundation

“The Space Foundation, in cooperation with NASA, established the Space Certification Program to recognize innovators who transform technology originally developed for space use into commercial products. EcoQuest has been awarded use of the Certified Space Technology seal because they have effectively applied space based technology to address the real and growing concern of indoor pollution, and improved the quality of life for people here on Earth.”

We cannot be put in a box!

Fresh Air with ActivePure is not a conventional paper filter. Just as Consumer Reports recognized this fact, and separated our “Certified Space” technology as different in their article. We are different!

When Consumer Reports put a Fresh Air in a bare room and tested for ozone build-up we could have saved them the trouble. Of course you will have ozone build up because there is nothing for the ActivePure technology to interact with and clean. We agree that high ozone levels are not good. On the normal setting, in a normal home, Fresh Air will generate much less ozone than internationally accepted standards for fresh outdoor air. It is a fact that a small amount of ozone is actually needed outdoors to help oxidize pollution. Trace levels are a natural component of fresh air.

It should be noted that Consumer Reports stated that they tested our system for germ killing ability, and Fresh Air did in fact kill the germs and bacteria in the air in their testing. Our valued customers already know that Fresh Air and ActivePure (RCI) technology kills germs, bacteria and mold on surfaces - and we have peer reviewed internationally published studies to show this. We are not aware of any paper filter that can make this claim. Besides, you can't put a countertop through a paper filter!

For more on ActivePure, Certified Space technology, and peer-reviewed, published testing go to www.ActivePure.com.