



12/10/2020

Dear valued team members,

We are excited to share the testing results of the Aerus Pure & Clean with ActivePure Technology in reducing airborne SARS-CoV-2 virus which causes COVID-19. In independent laboratory testing, the Pure & Clean drove a 99.9% reduction in viral particles within 3 minutes. The test was run using only the ActivePure Technology in the unit, with all other complimentary technologies and filters removed.

The photocatalyst technology in the Aerus Pure & Clean is identical to the ActivePure Technology used in the Aerus Medical Guardian and the Aerus Hydroxyl Blaster. As you may remember, the Aerus Medical Guardian was cleared as a Class II Medical Device by the FDA, and the Hydroxyl Blaster showed a kill rate of 99.98% of surface SARS-CoV-2 virus after 7 hours.

Given the nature of the Coronavirus (COVID-19) and its potential health effects, we understand that many families and businesses will want to go above and beyond the CDC's advice and protocols to provide protection and peace of mind. ActivePure Technology can be an effective additional tool to create the safest indoor environments possible, but should never be presented as a standalone guarantee of safety.

While we are thrilled about the continued validation of the efficacy of our patented ActivePure Technology, we still need to show caution when making any claims. Please note the following:

- Aerus has only one FDA cleared product:
  - o Aerus Medical Guardian with ActivePure Technology received Class II Medical Device Clearance from the U.S. Food and Drug Administration (FDA) in June 2020
  - o Until you receive corporate confirmation in writing, this is the only product we can associate with the FDA
- The Aerus Pure & Clean has been submitted to the FDA for an Emergency Use Authorization (EUA) for use in killing SARS-CoV-2, but this has not yet been approved
- Is it strictly prohibited (enforced by the Department of Justice) to make any claims or insinuations that other products with ActivePure Technology have FDA approval to kill/prevent/minimize/etc. the SARS-CoV-2/COVID-19/Coronavirus
- We can say: the photocatalyst technology in the Aerus Pure & Clean and all other ActivePure products is the same as the ActivePure Technology in the Aerus Medical Guardian with ActivePure Technology
- ActivePure has been tested in a variety of independent, scientific studies and has been proven effective in reducing bacteria, viruses, and other pathogens on surfaces and in the air in university and laboratory tests
- Tests have shown that ActivePure Technology is effective against RNA and DNA viruses including Swine Flu (H1N1), Avian Bird Flu (H5N8), Hepatitis A (HAV), and MS2 Bacteriophage

- The Aerus Pure & Clean with ActivePure Technology was tested on live SARS-CoV-2 viruses, not prototypes or proxies like most competitors

We anticipate this announcement generating worldwide attention on the Aerus and ActivePure brands. This is why it is crucial that we do not jeopardize the brand name or our EUA submission by making false claims.

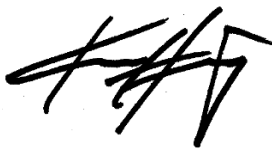
In fact, that attention is already materializing, as we are proud to announce that the Washington Post is going to be running a story on ActivePure Technology this week. This is just the first of many planned media placements and news articles that the corporate team is aggressively pursuing to turn ActivePure into the number one global brand for air and surface purification technologies.

In order to support this push for global prominence, it is imperative that we show the world ActivePure products are easily available to consumers. This is a requirement that most media outlets will not budge on in order to cover our technology. To fulfill that requirement, we are going to be launching [www.ActivePureDirect.com](http://www.ActivePureDirect.com). This website will sell two products: the Pure & Clean, and the Mobile. Both products will be listed at their full MSRP prices, \$1499 and \$199 respectively, and there will be no discounts or bulk order pricing available. We are committed to holding price integrity for all of you working in the field. The goal is not to sell product, but to validate ActivePure online as a global technology brand and help your business on an individual level, and this is a necessary step in that journey.

Additionally, some of you may be aware that our parent company name has been Aerus Holdings, LLC. Aerus, AES, Vollara, and all of our other companies have lived under that umbrella. However, effective this week, Aerus Holdings, LLC is now ActivePure Technologies, LLC. This change was made to further support our commitment to growing the ActivePure brand to drive consumer awareness of our amazing technology, thus increasing the value proposition that you may now leverage to help sell your ActivePure products to prospects. This will have no impact on your day to day operations and is not something we will be publicly announcing or pushing.

More information on ActivePure Technology is available at [www.activepure.com](http://www.activepure.com).

Please note that if any local media reach out to you to cover the story or technology, you MUST redirect them to our PR firm, TrizCom. The team at TrizCom will take the lead on all local stories and will coordinate directly with you and the local media outlet to ensure that all claims and coverage are in compliance with our strict restrictions on what can currently be said about the technology and testing results. Their contact information is below.



Kevin Hickey  
President

**Media Relations Contacts:**

Jo Trizila

Email: [Jo@trizcom.com](mailto:Jo@trizcom.com)

Cell/Text: 214-232-0078

Office: 972-247-1369

Ann Littman

Email: [ann@trizcom.com](mailto:ann@trizcom.com)

Cell/Text: 469-978-1793

Office: 972-247-1369