



PRESS RELEASE – for immediate release

Call to place indoor air pollution in the spotlight following new scientific evidence of health dangers posed to children and adults. Campaign launched to promote 'Clean Indoor Air is a Human Right' initiative.

Tackling the indoor air pollution challenge

Chicago, November 21, 2011 – A call for more awareness of the increasing health dangers posed to children and adults by rising levels of indoor air pollution comes following a new World Health Organisation (WHO) estimate that over 2 million people are dying every year from breathing in tiny particles present in indoor and outdoor air pollution.

“As the acknowledged leader in delivering better quality indoor air for healthier living we are supporting the WHO call for action to tackle air pollution in homes and workplaces by initiating a ‘Clean Indoor Air is a Human Right’ campaign,” announced Herman Pihlräd, chief executive of Blueair, the global manufacturer of room air purifiers. He added that as a maker of appliances that capture practically all allergens, viruses, mold and bacteria from indoor air, Blueair is all too aware of the risks posed by air pollution in homes and offices.

“The health threats such as respiratory disease and heart disease are an immense problem plaguing people in every urban area around the world and which can only be successfully addressed by making people aware of what’s in the air they are breathing,” said Mr. Pihlräd. He added that improving air quality does not need a magic bullet, however.

“Apart from the obvious choice of controlling the source of the air pollution and ensuring fresh air ventilation, not always an easy choice in major urban areas, a simple and proven alternative is an air purifier fitted with filters providing HEPA performance, a remedy recommended in the American Thoracic Society’s American Journal of Respiratory and Critical Care Medicine,” he said.

Blueair’s research in the over 51 countries around the world where it markets its range of air cleaners support the alarming WHO findings, which WHO Director for Public Health and Environment, Dr Maria Neira, admitted revealed a ‘major health issue’.

Blueair findings indicate that people in most developed countries, including the USA, Japan and UK, spend up to 90% of their time indoors, at home, school or workplace. And that the level of pollution indoors can be as much as ten times that breathed in outside, simply because contained areas enable potential pollutants to build up more.

Stringent independent testing by the US Association of Home Appliance Manufacturers has shown that Blueair air purifiers - such as the Blueair 650E with the world’s highest clean air delivery rate - dramatically boost air quality. Engineered to reduce pollution-related health risks and problems, including asthma, Blueair’s patented HEPASilent filtration technology provides higher performance than any



other air purifiers. The high performance units use fine polypropylene filters that effectively clean room air of all the nasty stuff like mold, pollen, chemicals, viruses and bacteria in just minutes - faster than any known competing purifier!

The Blueair 'Clean Indoor Air Is a Human Right' campaign will launch early 2012 in key Blueair markets, including the USA, Japan, China, Sweden and the UK. Aiming to save lives, reduce time off work due to illness and promote general health and wellbeing, the Blueair initiative will initially focus on producing a White Paper on the scope of indoor air pollution that will be made available to national public health authorities as well as implementing communications efforts to raise media awareness of the issue and solutions.

"As our campaign evolves we will explore new ways to reach out to the general public with important messages on how they can actively increase health and wellbeing by reducing air pollution in their homes, workplaces and other environments such as schools and colleges," said Mr. Pihlström.

For more information contact:

USA

Bengt Ritri, Blueair Founder/Head of US Operations,
Cell: 1 312 910 8001
Email: bengt.ritri@blueair.se

International

Jonas Holst, Blueair Head of Marketing, Stockholm, Sweden
Cell: +46 70 459 60 65
Email: jonas.holst@blueair.se

Public Relations Contact

David Noble, Lupo Publicity, London, UK
Cell: +44 7785 302 694
Email: david.noble@lupopublicity.com

About Blueair

Sold in over 51 countries around the world, Blueair delivers home and office users more clean indoor air for enhanced user health and wellbeing faster than any competing air purifier thanks to its commitment to quality, energy efficiency and environmental care. A Blueair air purifier works efficiently, silently to remove allergens, asthma triggers, viruses, bacteria and other airborne pollutants from indoor environments faster than any other competing products in the marketplace. Founded in 1996, Blueair has production facilities in China, Sweden and the USA. For more information about Blueair, please visit www.blueair.com.

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Blueair AB

Danderydsgatan 11, SE-114 26 Stockholm, Sweden
Tel: +46-8-679 45 00, Fax: +46-8-679 45 45
info@blueair.se

Blueair Inc.

17 N. State, Suite 1830, Chicago, IL 60602
Phone: (88) blueair (1-88-258-3247), Fax: (312) 727 1153
info@blueair.se us.blueair.com