



PRESS RELEASE

Fresh Air Club Scores with Sponsorship of Houston Aeros Hockey

HOUSTON, TX - October 12, 2010. Fresh Air Club, the market leader in delivery and recycling of residential air filters, announce their sponsorship of the Houston Aeros Hockey team. Resulting from a partnership announced today by The Fresh Air Club and the Aeros, all 6,000-plus fans attending each home game, as well as other special event nights there at the Houston Toyota Center, will be introduced to the health benefits and energy savings of replacing their home air filters on a regular schedule.

"The increased popularity of hockey here in Houston, its positive impact on families, youth sports programs and our community makes supporting the sport very appealing to the Fresh Air Club, and we are pleased to be connected to hockey at such a vital level," said Angela Heironimus, vice president, Brand and Marketing Services at The Fresh Air Club.

The one-year agreement gives The Fresh Air Club a designation for use in advertising materials at the stadium as well as rights to promote their unique air filter subscription service at each event. In addition, The Fresh Air Club will be the title sponsor for the Houston Aeros TAKS Test Kids Game, which is host to 11,000-plus area school children. This event will offer an opportunity to educate children about the impacts of poor indoor air quality on learning, overall health, and absenteeism. The terms of the deal were not released.

"This deal shows the team's ability to attract top-tier sponsors", said Dan Lummis, Aeros' Account Executive-Corporate Partnerships. "The Fresh Air Club is a leader in the indoor air quality management space, and their air filter subscription program is a great service that our fans can really use," Mr. Lummis said in his comments about the partnership.

About The Houston Aeros

The Houston Aeros will celebrate its 17th anniversary season of professional hockey in October 2010 – ninth in the American Hockey League. It has won two hockey titles – the International League's Turner Cup in 1999 and the AHL's Calder Cup in 2003. The Aeros have been to the post-season in all but two of their 16 previous seasons. The Aeros will open the home schedule at Toyota Center on Saturday, October 16th at 7:35pm when they host Peoria. For more information on tickets, visit aeros.com or call 713-974-PUCK (7825).

About The Fresh Air Club

The Fresh Air Club is the ONLY residential air filter subscription and recycling service, offering its Members scheduled shipments of high efficiency, MERV11-rated filters on a 30, 60, or 90 day plan through-out the year to help their families keep their indoor air quality fresh, clean, and free from harmful pollutants while at the same time recycling each filter through an innovative pre-paid return and tracking system that results in 0% local landfill impact. The company's appeal and success is centered on the convenient and eco-friendly business model that addresses poor indoor air quality of homes - one of America's top 5 risks to public health, according to the Environmental Protection Agency – and the requirement for more companies to offer "green" solutions.

The Fresh Air Club has revolutionized the way people change their home air filter - by bringing the air filters directly to them on a recurring schedule so Members are reminded to change their filters, and recycling the dirty filters to reduce the impact on our environment. The business processes of the company are U.S. Patent Pending.

© 2010 Fresh Air Club, LLC. All rights reserved. Fresh Air Club, the Fresh Air Club logo, and Fresh Air University are either registered trademarks or trademarks of Fresh Air Club, LLC in the United States. All other trademarks are the property of their respective owners.

Safe Harbor Statement

Certain statements in this news release may contain forward-looking information within the meaning of Rule 175 under the Securities Act of 1933 and Rule 3b-6 under the Securities Exchange Act of 1934, and are subject to the safe harbor created by those rules. All statements, other than statements of fact, included in this release, including, without limitation, statements regarding potential future plans and objectives of the company, are forward-looking statements that involve risks and uncertainties. There can be no assurance that such statements will prove to be accurate and actual results and future events could differ materially from those anticipated in such statements. The company cautions that these forward-looking statements are further qualified by other factors. The company undertakes no obligation to publicly update or revise any statements in this release, whether as a result of new information, future events or otherwise.