



Corporate Presentation

Updated: July 2010



Welcome to the Club!

Fresh Air Club™ Your Replacement Air Filters Delivered Every 30, 60, or 90 Days! [Send Us a Message](#)

[Start Your Risk Free Trial](#) [Why Join the Club](#) [How It Works](#) [FAC Filter Info](#) [Plans and Pricing](#)

All Memberships Support the GULF! [LEARN MORE](#)

START YOUR RISK-FREE TRIAL
[Click Here for Trial Details](#)

**Breathe the healthy air you want!
For only pennies a day.**

- ✓ You can't buy a better air filter in the stores
- ✓ **FREE FedEx** delivery
- ✓ **Protect your health and save electricity**

Questions? Call us at (888) 437-3740

100% NO-RISK FREE TRIAL

* Required Fields [CONTINUE](#)

By clicking Continue, you agree to the Fresh Air Club's [Terms and Conditions](#).

The Fresh Air Club values your privacy. We will not sell or rent your email address or any information you provide to third parties. [See our Privacy Policy.](#)

Buy with Confidence. [secure website](#)

Delivery is FREE and automatic. **Plus, it's a simple change for a healthier home.**

Join Now **Receive** **Replace**

Select your auto-ship plan and filter sizes → FREE and scheduled delivery of your filters → Simply switch out your dirty filters

Recommended **Eco-Friendly**

AC/HVAC System Manufacturers, Doctors, Allergist, and the EPA, recommend **changing your home air filter at least every 90 days!** Plus Exclusive recycling service that keeps dirty filters out of your local landfills!

[Interact With Us!](#) [Live Support OFFLINE](#) [Click to Leave Message](#) [Facebook](#) [Twitter](#) [YouTube](#) [Email](#) Toll Free: 888.437.3740

We are the **first and only** company dedicated to the **proactive delivery** and **recycling** of residential air filters.



Our Mission

“ To help our Members manage and maintain the quality of air they breathe in their homes, and limit our impact on the environment in which we live.”

Joni Baker
CEO, The Fresh Air Club



Behind the Mission

- Raise Awareness of Health Risks
- Promote Eco-Friendly Solutions
- Reduce Energy Consumption
- Set an Example of Good Stewardship
- Develop Strong Corporate and Governmental Partners





Key Facts from Our Partners

- 65% of our time at home...indoors!
- The EPA notes that your indoor air quality could be 10 to 25 times worse than outdoor air!
- 90% of Americans were not aware that poor indoor air quality could result in air-borne illnesses, allergic reactions, and long-term lung and breathing problems.





Key Facts from Our Partners

- Consumers indicate that they are focusing on pro-environmental actions in three areas:
 - Conserving Energy (93%)
 - Recycling (89%)
 - Conserving Water (86%)
- 70% of Americans indicate they are paying attention to what companies & governments are doing with regard to the environment today. (2/2009)





The Impact of Changing Your Air Filter



Simple Change. Breath-Taking Results.

The World Health Organization listed indoor air allergens as a main contributor to children's asthma. Changing your home's air filter could change that!

 Fresh Air Club



The Health Impact

- *“Indoor air pollution consistently ranks among the top five environmental risks to public health.”*
(Source: EPA Report)
- *“Because people spend a lot of time indoors, the quality of the air indoors can affect their health. Infants, young children, and the elderly are a group shown to be more susceptible to pollutants.”* (Source: Consumer Product Safety Commission)
- *“An estimated 25% of preventable illness can be attributed to poor indoor health quality. Air pollution alone is associated with more than \$40 Billion dollars in health-related costs per year.”*
(Source: Department of Health and Human Services)



The Eco-Impact

- As many as 300 million air filters go into local landfills in the U.S. a year. (Source: US DOE)
 - In the State of Texas alone, it is estimated to be as high as 20 million air filters per year.
- When disposed in a landfill, contaminants trapped on the dirty air filter are released back into the air.
 - May include dust, dirt, bacteria, dander, allergens, viruses and toxic particles.



The Energy Impact

- According to Energy Star®, replacing your home's air filter on a regular basis will decrease your electricity bill by approximately 8-10%.
 - On average, it is estimated that heating and cooling systems account for 44% of your total monthly energy bill. A dirty filter makes your AC work harder, which uses more electricity.
- The average (median) owner occupied home was 30 years old in 2001. (Source: US Census)
 - Older homes typically have less efficient AC systems and are also subject to mold and build-up in the duct work which requires more frequent changing of filters



Program Overview



The Problem - Forgetting

- Out of site out of mind- consumers have to make a deliberate effort to change their air filters. This increases the energy consumption and repair costs to an AC system.
- “Cheap” fiberglass filters only catch “large particles”, are subject to “by-pass leakage”, and are only recommended for 30 day use. 60% of Americans don’t change them regularly.
- Dangers of not changing filter results in poorly maintained air filters that can break down, get “clogged up” and release dust particles back into the air. Extended exposure results in health risk as a result of worsening indoor air quality.
- Discarded improperly, filters end up in open containers deposited in local landfills.



The Solution - Make it Simple!

- **Receive.**
 - Enroll once and fresh air filters are auto-shipped to the Member's home every 30, 60, or 90 days for one year.
- **Replace.**
 - Simply switch out the delivered replacement filter with the dirty one and placed in the provided sealable bag.
- **Recycle.**
 - Use the Pre-paid postage to return your dirty filter to our Recycling Center for 0% Landfill Impact.



How the Program Works



On a one year plan, our **Auto-Ship Program** is an instant reminder to change your air filter when it arrives on your doorstep every 90, 60, or 30 days. Plus, the **Pre-paid Return Shipping** to our Recycling Center makes it NO HASSLE to GO GREEN!



Each Delivery Includes

- Direct, to your door delivery and recycling service with FREE nationwide shipping (FedEx)
- High Efficiency, MERV11 Rated Filter (Made in the USA)
- Exclusive Clean Kit to Minimize Handling Exposure of your Dirty Filter
- Return label for dirty filters to be mailed back to our Recycling Center*
- All Re-Packaging Materials for Recycling*
- The Fresh Air Club's Quarterly Newsletter and Energy Savings Tips



Simple, Breath-Taking Change.

Convenient Subscription Model

Doctor Recommended

ELEVATED 30

12 Shipments per Year

Replacement filters auto-shipped & billed every 30 days.

Ideal for those with chronic respiratory conditions, significant allergies, smokers, pets, or above average AC users.

First Filter - \$17.95
Additional Filters - \$12.95

[Click to Select Elevated 30](#)

Allergist Approved

ENHANCED 60

6 Shipments per Year

Replacement filters auto-shipped & billed every 60 days.

This upgrade is for homes with pets, family members with sensitive respiratory conditions or newborn babies. Excellent filtration and only 2 more shipments per year!

First Filter - \$18.95
Additional Filters - \$14.95

[Click to Select Enhanced 60](#)

Minimum Recommended

ESSENTIAL 90

4 Shipments per Year

Replacement filters auto-shipped & billed every 90 days.

This is the minimum recommended interval for any home to save electricity and improve air quality inside. Good for homes without pets, smokers or allergies.

First Filter - \$19.95
Additional Filters - \$15.95

[Click to Select Essential 90](#)

- Step One – Select the Subscription Frequency
- Step Two – Tell us the quantity and sizes of the filters you make for one replacement cycle (discounts based on frequency and number of filters needed)
- Step Three – Complete Enrollment and Check-Out



Benefits of Being a Member

- Never forget your air filter again!
- Receive a better quality air filter for the home.
- Protect the health of your family and pets.
- Prevent damage to your AC System.
- Save on your electricity – up to 10%.
- Save on gas, carbon emissions, and time by avoiding special trips to the store.
- Make 0% impact on your local landfill when you recycle your filter with us!



What Our Customers Say

- *“I would certainly recommend the Fresh Air Club to my friends and family! What better way for me to actually remember to change my home’s air filters and to keep my home protected. I like that they remember it for me!”* M. Holman Dallas, TX
- *“I haven’t necessarily hopped on the ‘green band wagon’. But something so simple makes so much sense!”* L. Kieser Austin, TX



Corporate Overview



Quick Facts

- Woman-owned business founded in 2009
- Business model originated out of a partner owned construction and remodeling company
- The **ONLY** Residential Air Filter Delivery and Recycling Service
- Offices in Austin, Dallas, and Houston, TX
- Filters are manufactured and recycled in Texas
- Alliances with FedEx, Koch Filtration, Waste Management, and American Lung Association
- Business Process is U.S. Patent Pending



Our Goals

- To raise awareness and inspire people to improve their Indoor Air Quality (IAQ).
 - Especially for children and pets who are unable to control the environment in which they live.
- To promote good stewardship of the environment in which we live, play and breathe.
- Empower women to take control of the factors that impact their health.



Question and Answers

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