



# Fresh Air Club™

Receive. Replace. Recycle.



## *Media Kit & Corporate Overview*

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### **The Fresh Air Club, LLC**

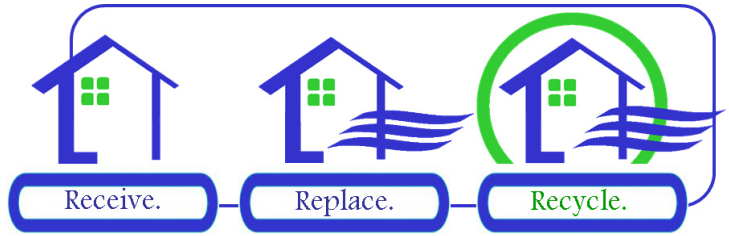
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# Fresh Air Club™

## About The Fresh Air Club

The Fresh Air Club is the world's only residential air filter home delivery and recycling service, offering its Members scheduled auto- 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. In addition, we recycle each air filter through an innovative pre-paid return and “per filter” 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 and healthiness 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 replace their home air filter - by bringing the air filters directly to them through an auto-ship program on a recurring schedule so Members are reminded to change their filters, and recycle the dirty filters to reduce the impact on our environment.


With today's busy lifestyles, general health awareness, and consumers demanding more value from “greener” alternatives, it's no wonder that The Fresh Air Club has become the preferred method for maintaining the quality of air at home.

You may visit the home page at [www.FreshAirClub.com](http://www.FreshAirClub.com) for more information, service plans, and enrollment.

## Why Join the Fresh Air Club?

You will never forget about your home's air filter again! The Fresh Air Club is a subscription air filter delivery service that puts the air filters you need right on your doorstep! We deliver a premium high-efficiency, MERV-11 rated air filter to your doorstep so that you never have to remember to buy another air filter again. Order just once, and we'll deliver a new, replacement air filter to your door on a regular schedule of your choosing – we have three plans to choose from based on your personal preferences depending on your health needs, climate location, and pets.

- No more trying to remember the right size filter you need.
- No more wondering if it is time to replace your air filter
- No more driving to the store to pick one up.
- No more worrying if your local hardware store will have your size.
- No more hassle about how to dispose of your dirty filter in an eco-friendly manner.
- And best of all, have it delivered directly to your door!



**Our Promise**  
Committed  
to the  
Responsible  
use of  
Resources






## The Fresh Air Club Approach Receive. Replace. Recycle.

The Fresh Air Club is America's FIRST Subscription Service for the Delivery and Recycling of Residential Air Filters. In just three easy steps, you will be breathing fresher, cleaner air in your home and protecting your family from harmful allergens and pollutants that are trapped in your home's air. Receive your new air filters. Replace your dirty air filters. Recycle the dirty filters using our pre-paid postage to our Recycling Center.

**It's True!** If you don't change your air filter at least every 90 days, the air quality in your home will become worse than the air outside! If you have pets or smoke, you should change the filter even more frequently to reduce increased exposure to health hazards.

**It's True!** The quality of the air you breathe in your home impacts your family's everyday health, your monthly electricity costs, the ongoing maintenance expense of your heating and air conditioning system, and your long-term property value.

**It's True!** If you replace your air filter at least every 90 days, you can save as much as 15% on your electricity bill per month! On average, it is estimated that even the best heating and cooling systems account for 44% of your total monthly energy bill (according to Energy Star). A dirty air filter makes your AC work harder, which uses more electricity.

**It's True!** The leading manufacturer's of heating and cooling systems for residential homes requires the changing of the air filter every 2-3 months to ensure proper working order of the system and to reduces the "strain" of system components, such as the fan and compressor, both of which are impacted by poor airflow caused by a clogged or dirty filter. They are also the leading cause of repair services for heating and cooling systems. The national average for repairing a central air system is about \$368 and the average replacement cost could be well over \$2,000 according to an Appliance and Service Study by Decision Analyst (2008).

**It's True!** We are the ONLY company that delivers and recycles residential air filters! The Fresh Air Club is committed to being a responsible environmental citizen, working to ensure that each home air filter that we sell is properly disposed of at the end of its useful life.



# Fresh Air Club™



## How the Fresh Air Club Works

Becoming a Member is a one-time process and is backed by our 100% Risk Free Trial.

Home Air Filters and Recycling by Mail:

1. Sign-up and Choose your Plan (delivery schedule every 30, 60, or 90 days)
2. We send you the size and quantity you need (up to 4 air filters per home per delivery)
3. Replace the dirty filter with the new one and place the dirty filter in the sealable bag provided.
4. Return the dirty filter to our Recycling Center using the enclosed pre-paid postage.
5. The Fresh Air Club recycles the air filters and all packaging for 0% landfill impact.

Plus, Members receive additional benefits:

- Living Green Tips to encourage Members to find other ways to be good stewards of the environment in which we live
- Special offers on “green” products and services through the GreenWOW Network

\* Included when choosing our exclusive recycling option.

**Doctor Recommended**  
Elevated 30 Plan  
**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

**Allergist Approved**  
Enhanced 60  
**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

**Minimum Recommended**  
Essential 90  
**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



Each scheduled delivery includes the following:

- Direct, to your door delivery and recycling service
- High Efficiency, MERV-11 Rated Filter (manufactured in the USA)
- Clean Kit to Minimize Handling Exposure of your Dirty Filter
- Return label for you to mail back your old filter for recycling\*
- All Re-Packaging Materials for Recycling\*
- The Fresh Air Club’s Quarterly Newsletter and Energy Savings Tips

\* Included when choosing our exclusive recycling option.

## The Fresh Air Club Facts

### Air Filter Habits

According to a national survey, almost 50% of homeowners do not replace their air filters every 2-3 months as recommended by the manufacturer of their heating and cooling system. Replacing your home air filter is the number one way to protect your family from health risks posed by contaminated air in the home.

### Lifestyle

According to a survey by the American Lung Association, people in the US spend an average of 65%-80% of their time AT HOME. In that same survey, 90% of Americans were not aware that poor indoor air quality could result in air born illnesses, allergic reactions, and long-term lung and breathing problems.

### Health

The Environmental Protection Agency (EPA) ranks poor indoor air quality among the top five environmental risks to public health. The US Department of Health and Human Services issued a report that estimated 25% of preventable illness can be attributed to poor indoor health quality. Air pollution alone is associated with 50,000 premature deaths and more than \$40 Billion dollars in health-related costs.

### Changes in Construction

EPA studies indicated that indoor levels of pollutants may be 25 times and occasionally more than 100 times, higher than outdoor levels. Beginning in the late 1970s, the residential construction industry started building more energy-efficient homes that resulted in a tighter “seal” so that heating and cooling could not escape. Contaminated air which once escaped through cracks around windows and doors is now trapped inside with you and your family.

### Airborne Pollutants and Asthma Impact

Approximately 23-30% of the US population is genetically predisposed to pollen allergies and an estimated 20% of Americans have asthma. Asthma cases have increased 75% between 1980 and 1994, and continue to grow according to the EPA. Asthma is the leading cause of student absenteeism resulting in approximately 40 million missing school and parent work days per year! (American Lung Association)

### Customer Satisfaction

More than 95% of Fresh Air Club Members say they are so satisfied with our service that they recommend the service to family and friends.

### Inventory

The Fresh Air Club carries almost every size of filter based on the leading heating and cooling system manufacturers for systems installed in the United States. We also have the ability to manufacture custom sizes and “bulk” orders upon request.

### Environment

Fresh Air Club Members no longer have to drive to and from the hardware store resulting lower consumption of gasoline and subsequent release of tons of carbon dioxide emissions. Fresh Air Club Members no longer dispose of used, dirty air filters in their local landfill where it is estimated that approximately over 300 million a year are disposed. Fresh Air Club Members no longer use excess electricity to run their heating and cooling systems and they reduce their maintenance costs by reducing the wear and tear on their systems.

## The Fresh Air Club Snapshot

### Company Profile

The Fresh Air Club is the world's only residential air filter home delivery and recycling service, providing Members unique service plans that schedule home delivery of replacement air filters and a pre-paid return, environmentally sound recycling program to insure proper lifecycle management of resources.



### Subscription Service Profile

The Fresh Air Club Members have the choice of three service plans for home filter delivery & recycling every 30,60, or 90 days starting at \$19.95 per delivery. Each service plan is a one year service agreement. Members may choose the plan that offers the best protection for their family based on climate zone, health condition/allergies, and other air quality impact factors (such as indoor pets, smoking, etc). The air filters are delivered directly to the customer's address by ground shipping with a postage-paid return label (optional) for the customer to ship the replaced, dirty filter back to our Recycling Center.

### Our Purpose

To promote good stewardship of the environment in which we live, play, and breathe! We recognize that this is a significant undertaking in our industry. And we are realistic in this effort - knowing that we cannot change the practices of home maintenance, construction practices and materials overnight. But we can make eco-friendly recommendations and decisions when the opportunities present themselves – knowing that our children will have to live with the decisions we make each day!

### Our Culture

We constantly challenge each other to go beyond the expected – for each other, and our Members! We challenge ourselves to make decisions that reflect an environmentally conscious lifestyle—one that is conservation minded, ecologically sound, economically viable, socially just, and humane.

### Our Guiding Principles

The Fresh Air Club Founders have been environmental advocates since their first forays into the back-country of the majestic Colorado Rockies over 20 years ago. To us, thinking green means making choices in our day-to-day lives that enhance, rather than just reduce, our impact on the environment. We strive to be leaders of such thinking and collaborate with like-minded friends we meet along this journey.

### Corporate Headquarters

Houston, Texas

[www.FreshAirClub.com](http://www.FreshAirClub.com)

888.437.3740

[Media@FreshAirClub.com](mailto:Media@FreshAirClub.com)

### Management Team

Joni Bock, Co-Founder & Chief Executive Officer

Marc Tillery, Co-Founder & Chief Filter Officer

Jeremy Grice, VP Business Development

### Subscription Service Plans

Each service plan is a one year service agreement renewable at the end of each term. Members may make changes to their plan (service, address, filter sizes, etc.) at any time during the term. Members may order one to four filters depending on the requirements of their heating and cooling systems in their home (custom filter sizes and orders of 5 or more are available by special request).

Customers will receive their first filter shipment promptly upon joining as a Member. Then the same replacement filters will be auto-shipped to their door on schedule every 30, 60 or 90 days based on the plan they selected.

The Fresh Air Club's unique business method is patent pending, as filed in early 2009 with the United States Patent Office.

