

SPECIAL NEWS BULLETIN

MAY 2009

Blueair declares war on swine flu

Stockholm, Sweden – Today Blueair, the manufacturer of high-end, Swedish-designed air purifiers, declared war on the swine flu. Officially known as A(H1N1), the swine flu virus has reached 40 countries to date, including the U.S., China, Sweden and other countries where Blueair air purifiers are sold.

World health experts warn that the swine flu virus is spread through airborne particles, which occurs mostly from coughing, sneezing and direct physical contact, such as shaking hands. The rate of transmission is similar to seasonal influenza, according to the World Health Organization (WHO). WHO has issued guidelines for persons affected by the disease and for persons who want to protect themselves from getting the disease.

The Swedish Institute for Infectious Disease Control (SIIDC) has also issued guidelines for people living and visiting Sweden. A long-time Blueair customer, SIIDC initially selected Blueair air purifiers to protect their staff from the ill effects of airborne particles. Sold worldwide, Blueair units are among the world's premier residential room air purifiers. Blueair units quickly trap most airborne particles, which improves indoor air quality and contributes to a healthier indoor climate.

No air purifier company is able to make claims about how effective their units are in controlling viruses or protecting people from contracting influenza – be it swine, avian or another type of flu. However, Blueair air purifiers can help deter airborne particles, such as viruses, from circulating indoors since such particles are trapped by Blueair Particle Filters. By capturing airborne particles, Blueair air purifiers can help reduce the concentration of viruses and other contaminants in a room.

Independent testing indicates that Blueair units are among the top performing room air purifiers according to their ability to provide high Clean Air Delivery Rates (CADRs).* The U.S. Environmental Protection Agency uses CADR as the determining factor when evaluating the efficiency of room air purifiers. Compared to some 150 air purifiers tested, Blueair has consistently obtained higher CADR ratings.

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Unlike other air purifiers, Blueair uses patented HEPASilent™ filtration technology that combines electrostatic and mechanical filtration technologies. This combination of an encapsulated ionization chamber and three-stage HEPASilent™ filter has made Blueair the first choice among many medical doctors.

Blueair HEPASilent™ technology traps airborne particles, including viruses, down to 0.1 microns at 99.97% efficiency without emitting ozone. Most other air purifiers trap particles that are 0.3 to 1.0 micron in size.

To combat the swine flu and to help people suffering from asthma, allergies and other respiratory illnesses, Blueair is offering for a limited time only a FREE replacement filter with the purchase of any new Blueair air purifier. For more information, visit www.blueair.com.

At Blueair, we believe clean air is a human right.

[About Blueair](#)

Blueair AB is one of the world's leading suppliers of residential air purifiers. Established in 1996, the company continues to deliver best-in-class air purification systems. Blueair's line of eco-friendly air purifiers, are available at specialty and retail stores across the United States and Canada as well as in Asia, Europe, the Middle East and in Australia. See www.blueair.com for more information.

[About CADR](#)

CADR, or Clean Air Delivery Rate, is a standard developed by the Association of Home Appliance Manufacturers to evaluate portable room air cleaners regardless of the particle removal technology used. See www.cadr.org for more information.

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