

FOR IMMEDIATE RELEASE

**AIR PURIFICATION NEVER LOOKED SO GOOD:
NEW HONEYWELL TRUE HEPA AIR PURIFIERS HELP CLEAN AND FRESHEN INDOOR AIR
WHILE FITTING BEAUTIFULLY IN YOUR HOME**

*Introducing Elegant Tower True HEPA Air Purifiers that Capture up to 99.97 Percent of
Microscopic Allergens That Pass Through Their Filters*

SOUTHBOROUGH, Mass., October 4, 2010 – True HEPA air purification just got a facelift with two new models available this fall – the Honeywell True HEPA Tower Allergen Remover and the Honeywell True HEPA Compact Tower Allergen Remover.

For many years, effective True HEPA air purifiers have looked more like medical devices one might associate with a hospital or doctor's office. To get air purifiers that were highly effective, you had to accept a larger unit that you may not have considered an attractive addition to your home décor. Now, you can help clean and freshen indoor air with a tower style product that blends nicely into your home or office. These attractive, space-efficient, small footprint tower True HEPA units are designed to integrate beautifully into any decor while also capturing 99.97 percent of microscopic allergens as small as 0.3 microns from the air that passes through the filter.

Honeywell air purifiers are the No. 1 brand recommended by doctors¹. These beautiful new air purifiers help capture potentially dangerous airborne allergens, such as mold spores, pollen, dust, smoke and pet dander, from the air that passes through their filters. Each product features three cleaning levels, can circulate the room air up to five times an hour, and has an activated carbon and zeolite pre-filter that helps reduce unpleasant household odors. An electronic filter replacement reminder prompts consumers when it is time to change the filter. And, for consumers concerned about being eco-friendly, the True HEPA Tower Allergen Remover is Energy Star-rated and does not emit any ozone when cleaning the air. Finally, a product that brings together beautiful design and exceptional performance.

The MSRP for the Honeywell True HEPA Compact Tower Allergen Remover is \$89.99; the MSRP for the True HEPA Tower Allergen Remover is \$179.99. The products are available in Target and Best Buy stores.

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Based on 11/05 AQS Survey results reporting 91 of 129 (70.5%) responding physicians chose "Honeywell Enviracaire" when recommending a brand.

For more information on Kaz's line of Honeywell air cleaning and home comfort products, visit www.kaz.com, and to learn which air purifier is right for you, visit www.honeywellcleanair.com. Kaz is a global marketer of air treatment products under the Honeywell brand name. The Honeywell Trademark is used under license from Honeywell International Inc.

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