



## News Release

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### **Hunter® Develops Air Treatment Technology So Advanced, it Creates Whole New Category**

*Argenus™ combines patented “capture and kill” process with leading  
CADR to become new standard*

**Memphis, Tenn. (March 16, 2008)** – As indoor air quality concerns reach alarming levels, one company is ensuring that the technology needed to effectively and continuously clean that air is available where it’s needed most – in the home. Hunter, a company known for cleaning, conditioning and circulating air, is introducing Argenus™, the first-ever portable indoor air sterilizer. With its patented five-step sterilization process, Argenus is finally giving consumers a way to effectively capture and kill airborne germs, bacteria and mold in addition to the dust, pollen, smoke and other airborne contaminants that surround them.

According to the U.S. Department of Health and Human Services, many potentially debilitating health problems can be attributed to poor indoor air quality, including headaches, chronic fatigue, drowsiness, poor concentration and even snoring.

“It’s no secret that the average home is filled with germs, not to mention dust mites, allergens, bacteria, toxins, even mold spores,” says Gary Feder, Hunter Fan Vice President Home Comfort, Marketing and Product Development. “Unfortunately, contaminated air affects the lifestyle of the people who have no choice but to breathe it. That’s why we developed Argenus. It’s the first of its kind to truly capture and kill airborne contaminants and do it while moving more air more quickly.”

Argenus is the only portable residential air cleaning product on the market today that captures 99.97% of indoor air pollutants and kills 99.9% of the pathogens that enter the product. “It uses the same technology that leading hospitals and high profile Federal Government Buildings use to fight airborne germs,” says Feder.

What makes Argenus superior to air purification products, even some that claim germicidal properties, is Hunter’s patented, multi-step sterilization process that first capture the pathogens, then keeps them trapped so they can be neutralized.

“Think of it like a car wash,” explains Feder. “You can have the best, most-thorough soap and brushes available, but if your car is going through that car wash at 60 miles per hour, it’s not really doing the job. That’s the difference with our new technology – it captures the airborne particles so they can’t go anywhere, then zaps them.”

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Technically speaking, Argenus first prefilters the air, capturing large particles like pet hair and dust. The pre-filtered air then passes through not one, but two constantly charged fields that begin the process of deactivating the pathogens. The particles are then captured on an actively charged high-efficiency filter that kills what it captures. Because this filter is actively charged, its germicidal efficiency actually improves over time. Indicator lights on Argenus signal when the pre-filter and high-efficiency filter need to be checked. In normal use, the high-efficiency filter will need replacement every 12-24 months.

The superior air sterilizing ability of Argenus was substantiated through independent testing by a leading microbiologist.

Another important feature that makes Argenus the most effective system of its kind is its superior CADR rate. Argenus is independently certified to clean a large 20-by-22-foot great room and complete a cleaning cycle once every 12 minutes. This continual cleaning process is important considering contributing factors to home air pollution are as common as pet dander, coughing and sneezing – even house-cleaning can stir up air pollutants.

Hunter's plans for launching Argenus reflects the revolutionary nature of the product. "Argenus is one of the most important product introductions our company has had in its more than 120 years of operation," says Feder. "But we are talking about a category—air sterilization— that is extremely new and requires a lot of education. That's why we have invested in launching the product direct-to-consumer via 30-minute infomercials. The issue of indoor air quality and the process of dealing with that air is not something you can summarize in 30 seconds." Olympic Gold Medalist Peggy Flemming hosts the Argenus show and leads viewers through powerful user-testimonials and compelling product demonstrations.

In addition to being available through the infomercial, Argenus will roll out nationally to retail in the fall. The product will be available in three colors - Khaki, Cerulean and Espresso.

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*Founded in 1886 and headquartered in Memphis, Tenn., Hunter Fan Co. is the world's original ceiling fan manufacturer. Today, the company also manufactures high-performance air purifiers, low-maintenance humidifiers, portable fans and energy-saving thermostats. Hunter fans and other product lines are available in retail showrooms, home centers, and discount stores nationwide. For more information about Argenus or other Hunter products, contact 1-888-918-4326 or visit [www.hunterfan.com](http://www.hunterfan.com).*