

News Release

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Boots first to stock revolutionary air purifier endorsed by Allergy UK

~ allergy busting air purifier to be stocked nationwide ~

From April 2, 2007 consumers will be able to buy Cleanaer, the world's first liquid ioniser that removes airborne particles including pet allergen, dust mite allergen and pollen in the air, from Boots stores nationwide.

Cleanaer and its cartridges will be sold in-store and are being offered as a key treatment for allergy sufferers. Cleanaer's technology is a fresh, innovative way of reducing airborne allergens in the home and is changing people's lives on a daily basis. Allergy UK have awarded Cleanaer its Seal of Approval which makes it the lowest cost and only battery operated device to carry this prestigious award.

Richard Stead, chief healthcare buyer for Boots said, "We're currently experiencing a massive rise in allergy levels across the UK. As the hay fever season approaches, this time of year can be miserable for sufferers and really interrupt their daily lives. Cleanaer is truly an innovative product and is perfect for Boots. It is an efficient, effective and affordable device to help manage allergens and works to alleviate this suffering at home or in the office. Our pharmacists advise on medication that can be taken to ease symptoms but the key to alleviating the problem also lies in being exposed to clean, allergy free environments."

Alan Jones, CEO, Atrium Innovation Limited said, "The presence of Cleanaer on the high street is testament to how the device is revolutionising the lives of allergy sufferers nationwide. These people want to be able to manage their conditions themselves and Cleanaer helps them do just that – fitting discreetly into any home, creating a cleaner, allergy-free environment. Our partnership with Boots is giving the public more choice and will make Cleanaer a first stop for avoiding miserable, allergy-related symptoms in the home."

Jules Payne from Allergy UK said, "Products carrying our Seal of Approval are key to providing guidance to allergy sufferers. Cleanaer has been awarded this prestigious award for house dust mite and cat allergen. We are delighted that it will be available from Boots stores, making it more easily accessible to allergy sufferers."

As well as stripping allergens from the air, Cleanaer also works by removing other unwanted airborne particles such as dust, smoke and unpleasant smells. The system tackles the source of bad smells..

Consumers can still buy the Cleanaer from the Cleanaer website www.cleanaer.com but will now have greater flexibility to purchase the device and cartridges in Boots stores across the country.

make your life a **cleanaer** life

NOTES TO EDITORS

About Atrium Innovation Limited (www.atriuminnovation.co.uk) This innovative British company has developed and patented a breakthrough technology set to revolutionise air quality management. Atrium's first device available to the general public is called cleanaer™ (www.cleanaer.com). Cleanaer is the world's first all-in-one air purifier. Cleanaer removes unwanted airborne particles like smoke, allergen and dust. This liquid ioniser releases fine electrostatic droplets that patrol the air, clinging to pollutants and dragging them out of the air. The system tackles the source of bad smells and leaves the air feeling fresh and clean.

Cleanaer carries Allergy UK's prestigious Seal of Approval for the reduction of house dust mite and cat allergen which is given to products that are scientifically proven to restrict or remove allergens from the environment.

Cleanaer is small, measuring less than 28cm tall and 4cm wide, is stylish, easy to use, the unit is easily room portable being battery powered and is fully adjustable. Significantly, it provides an environmentally-friendly alternative to power hungry filter technology air purifying products.

About Boots PLC

Alliance Boots, created by the merger between Alliance UniChem and the Boots Group, is an international pharmacy-led health and beauty group.

Boots is the UK's leading Health and Beauty retailer with approximately 1,500 stores in the UK and Irish Republic serving around 8 million customers every week. A familiar part of everyday life for people in this country, Boots stores are mostly located on the nation's High Streets; but, in line with modern shopping trends, we are rapidly increasing our presence in Edge of Town retail parks, where we have opened 48 new stores over the last three years.

During 2005/06, Boots own-brand and exclusive products - such as our market leading No7 cosmetics and Soltan suncare ranges - accounted for around 35% of our total sales

About Allergy UK

The British Allergy Foundation was formed as a registered charity in 1991 by a group of leading medical specialists determined to improve awareness, management and treatment of allergy. In May 2002 the operational name of the Foundation was changed to Allergy UK The Charity is managed by the Board of Trustees who deal with all the business aspects of the organisation. All decisions on medical and scientific matters in which the Foundation is involved are made by the Health Advisory Panel. Members of this panel include leading allergists, dermatologists, immunologists, paediatricians, GPs, nurses and dieticians.

For sales enquiries, please contact Atrium Innovation Website:
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To contact Allergy UK, please visit the Website:
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