

PURECHOICE

News Release

FOR IMMEDIATE RELEASE

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PURECHOICE TO SPEAK AT FUTURE OF MANUFACTURING INTERNATIONAL (FMA) CONGRESS

BURNSVILLE, MN, October 28, 2008 -- PureChoice has been invited to present PureTrac, its building performance software, to a large group of prominent industry leaders at FMA's Sustainable Development, Green Retrofit and Construction Congress. PureTrac's record as a solution for identifying energy saving opportunities of up to 30%, prompted FMA to contact Kevin Kuhne, COO of PureChoice to address this prestigious group. Mr. Kuhne will also participate in a panel on Energy Reducing Best Practices with a Sustainable Design Expert from the Federal Government. The Congress takes place from October 29 – 31, 2008.

About PureChoice

PureChoice of Burnsville, Minn., is a leader in building-performance reporting software designed to help business and property owners/managers maximize energy conservation and create superior indoor environments. PureChoice offers value-added solutions that enhance building performance and occupant productivity. Visit www.purechoice.com for more information or call toll-free 800-845-5544.