

PURECHOICE

News Release

FOR IMMEDIATE RELEASE

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PURECHOICE SELECTS MACCABEE GROUP AS PUBLIC RELATIONS AGENCY

BURNSVILLE, Minn. (June 27, 2007) – PureChoice, a leader in building-performance reporting software, announces the selection of Maccabee Group, a Minneapolis Public Relations firm, to handle their public relations efforts.

Founded in 1996, Maccabee Group has grown to become one of the 25 largest public relations agencies in Minnesota. Hailed as "PR Agency of the Year" by *Twin Cities Business Monthly Online*, the Maccabee Group is independently owned and managed by PR veteran Paul Maccabee.

PureChoice looks forward to the ongoing relationship with Maccabee Group and the media presence the agency can provide on their behalf.

About PureChoice:

PureChoice, founded in 1992, provides technology solutions that can help conserve energy and provide improved indoor air quality (IAQ). When the company's focus shifted exclusively to IAQ in the late 1990s, our scientists and engineers developed software and hardware that together form the patented PureTrac Air Monitoring System, an efficient and easy-to-use environmental information network.

PureChoice has formed strategic partnerships with leading controls and HVAC professionals to deliver and support PureTrac systems, featuring our Nose Monitors, which can also integrate with building management systems. Together, PureChoice and

our partners offer complete solutions to customers who want reliable environmental information 24 hours a day, seven days a week. The collected IAQ data can be used to validate building control performance, help prioritize maintenance scheduling, adjust ventilation rates, reduce overall energy costs and address regulatory, customer or employee issues.