

## **FOR IMMEDIATE RELEASE**

### **PureChoice to Address National Association of Child Care Professionals**

*COO to discuss benefits of PureChoice technology at annual board retreat*

**MINNEAPOLIS, Minn.** – January 7, 2010 – PureChoice announced today that chief operating officer, Kevin Kuhne, will speak at the National Association of Child Care Professionals Annual Board Retreat on January 13, 2010 in Austin, Texas. Touting the benefits of PureChoice’s building-performance software, PureTrac®, Kuhne will discuss the importance of indoor air quality and energy savings to a group of leading professionals within the child care industry.

“The issue of indoor air quality is especially important for child care professionals,” said Kevin Kuhne, chief operating officer of PureChoice. “Poor indoor air quality can slow a child’s development as well as be a cause for illness and various health-related concerns. PureTrac can eliminate these concerns, providing child care professionals the tools to continuously monitor their facility’s environment, notifying them *before* dangerous issues occur.”

Aligning with the NACCP and its mission, PureChoice will provide board members with information regarding how its software technology can better assist child care providers in achieving both their health and safety goals as well as environmental needs. Additionally, as budgets remain tight, PureTrac can help these facilities cut their energy costs by at least 15% without a large expenditure, allowing the money saved to be spent on supplementary resources.

Kuhne’s presentation will focus on the benefits of the PureTrac technology in relation to the health and safety of children and staff. Furthermore, Kuhne will address the business side of the industry, specifically how the software can be utilized to add value as well as increase an existing customer base.

The PureChoice technology, PureTrac, is currently in 54 New Horizon Academy child care locations and thousands of commercial buildings throughout the country. For more information, or to invite Kevin Kuhne to speak at your event, please visit [www.purechoice.com](http://www.purechoice.com).

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### About PureChoice, Inc.

Since 1992, PureChoice has delivered solutions that empower customers to achieve high performing, energy efficient buildings with comfortable and productive environments.

Running your building efficiently makes good business sense and PureChoice provides you with the right tools to accomplish your objective. Whether the building you manage is a commercial building, school, hospital, or retail facility PureChoice helps you to save energy, reduce costs and improve your overall indoor air quality. For more information, please visit [www.purechoice.com](http://www.purechoice.com).

### About the National Association of Child Care Professionals

The NACCP is the nation's leader among associations serving child care owners, directors, and administrators. The organization's goal is to improve, enhance and strengthen the credibility of the people who lead the child care industry by providing membership services and benefits. NACCP is the only association exclusively dedicated to child care management without regard to a center's tax status and corporate sponsorship.