

PURECHOICE

News Release

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NEW PURETRAC SOFTWARE HELPS BUSINESSES MANAGE BUILDING PERFORMANCE WHILE CONSERVING ENERGY, SAVING MONEY

*Businesses and organizations can enhance their green practices by realizing
15-30 percent savings on energy consumption*

BURNSVILLE, Minn. (May 19, 2008) – PureChoice, a leader in building-performance reporting software, announces the release its new PureTrac® software, which provides commercial building owners and facility managers with a cost-effective answer to the ongoing struggle between energy conservation and indoor air quality and comfort.

The new PureTrac software monitors and tracks how a commercial building is performing, including energy usage, which helps stakeholders better implement operating strategies to achieve building management goals. Beneficial for both older and new buildings, PureTrac® software simplifies energy conservation and indoor environment initiatives through powerful tools that are proven to produce energy savings of 15-30 percent in commercial buildings (based on published EnergyStar® findings).

Businesses, facility owners and building managers can use PureTrac's easy-to-read reports to examine and interpret all aspects of building performance. The Web-based reporting of conditions empowers users to identify trouble spots and make course corrections in the management of their buildings, ensuring wise energy consumption and productive, healthy environments. Trended historical reports provide a comprehensive “big picture” look at how their building is performing over time.

“The green movement and rising energy costs are driving the need to address energy conservation within businesses of all sizes,” said Kevin Kuhne, chief operations officer at PureChoice. “PureTrac arms users with the right information in real-time allowing them to gain a level of control over energy usage and indoor comfort that is unheard of in the indoor environment industry.”

With PureTrac® software, users can set benchmarks for how their building should perform, which becomes part of the organization’s *building operating strategy*. With this strategy in place, wasted resources become a thing of the past and buildings perform based on predetermined guidelines and performance goals. By effectively measuring and monitoring key environmental factors, business owners can gain a new level of precision in regards to energy consumption balanced with comfort and productivity.

“Achieving a commercial building’s performance goals need not require a massive outlay of capital and the installation of new, expensive HVAC equipment,” Kuhne said. “What makes PureTrac so attractive to many business owners and facility managers is that a building can realize up to 30 percent energy savings just by employing the PureTrac software.”

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.