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**PURECHOICE SELECTED AS FINALIST FOR
PRESTIGIOUS TEKNE TECHNOLOGY AWARD**

Burnsville, Minn. (Sept. 24, 2007) – The Minnesota High Tech Association announced that PureChoice has been selected as a Minnesota Tekne Awards finalist in the Technology Services category for its innovative development and delivery of technology services.

PureChoice's successful nomination highlighted the strengths and innovative thinking that has been a part of the company since its inception in 1992. PureChoice's nomination touched on the company's history, mission, product/services, management team and the value it brings to its customers. This affordably priced solution that allows building stakeholders to maximize energy conservation while providing a comfortable, productive indoor environment garnered the attention of the judging panel.

"We are thrilled to be in the company of so many other notable companies as Tekne Award finalists," said Kevin Kuhne, chief operating officer for PureChoice. "Being named a finalist is a wonderful accomplishment and speaks volumes about our company's innovative products and unique mission."

Winners will be announced during a gala dinner on November 1, 2007 at the Minneapolis Convention Center. Since 2000, the Tekne Awards, which honor companies, innovations and individuals that positively impact Minnesota's technology-based economy, have recognized companies for their innovative development of technology services including consulting services, service providers, software, etc.

Each year, the Tekne Awards attract a “who’s who” of Minnesota business, technology and political leaders. The Tekne event draws over 1,000 attendees from across the state and from technology areas ranging from advanced manufacturing to information technology to medical technology to the biological sciences. The technology community comes together on this very special evening to celebrate Minnesota innovation and recognize Tekne Award finalists and recipients - the best and brightest of Minnesota’s diverse tech-based economy.

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.