

## INDEPENDENT SURVEY RESULTS CONFIRMED!

An independent firm conducted a survey of random Living Air customers. The results of that survey are as follows:

### QUESTION:

*Based on the in-home trial, was the air purifier effective in reducing dust, pollen and other particles?*



### EFFECTIVENESS OF REDUCING DUST, ETC.

Based on the in-home trial, 97.6% stated that the air purifier was effective in reducing dust, pollen and other particles.

### QUESTION:

*Based on the in-home trial, was the air purifier effective in reducing odors?*



### EFFECTIVENESS OF REDUCING ODORS

Based on the in-home trial, 98% of the Living Air owners stated that the product was effective in reducing odors.

### QUESTION:

*Based on the in-home trial, was the air purifier effective in reducing molds, mildews and bacteria?*



### EFFECTIVENESS OF REDUCING MOLDS, ETC.

Based on the in-home trial, 98% stated that the Living Air product was effective in reducing molds, mildews and bacteria.

### QUESTION:

*Were you offered an opportunity to use the air purifier for a free in-home trial? If so, did you accept the in-home trial?*



### IN-HOME TRIAL

An overwhelming majority (almost 87%) of the respondents were offered a free in-home trial of the Living Air product. Of this group, 90% accepted the offer.

### QUESTION:

*When you purchased your air purifier, did a salesperson do an in-home demonstration or product presentation of the purifier?*



### DEMONSTRATION

3/4 of the 800 respondents were given an in-home demonstration or product presentation of the Living Air product by the salesperson.

### QUESTION:

*Did you purchase your air purifier before or after you took advantage of the in-home trial?*

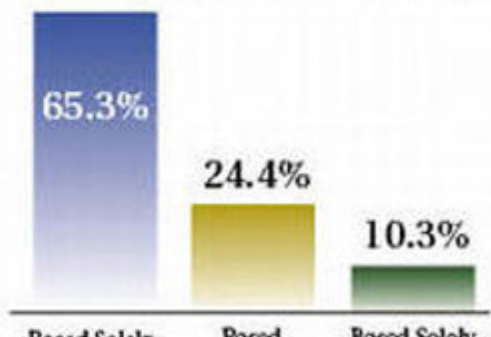


### TIME OF PURCHASE

94% of the respondents purchased the air purifier after they took advantage of the free in-home trial.

### QUESTION:

*To what extent did you base your decision to purchase the Living Air product on? Their home-trial versus the promotional literature, sales materials or demonstration?*



### DECISION TO PURCHASE

Almost 90% of all the Living Air end users based their decision to buy the product totally or jointly on the in-home trial.