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FOR IMMEDIATE RELEASE

**DOUBLETREE PALM BEACH GARDENS NOW OPEN FEATURING THE FIRST
CONFERENCE CENTER WITH TRIPLE CERTIFICATION**

***PURE Solutions Announces its Contribution to the First Triple Certified
Conference Center in the U.S.***

Buffalo, NY – March 31, 2009 – PURE Solutions is pleased to announce its contribution as one of the three certifications for Doubletree Hotel and Executive Meeting Center Palm Beach Gardens, the first U.S. property to receive a triple certification: the PURE allergy-friendly rooms and Executive Meeting Center (EMC), Silver LEED Certification and IACC approval.

The hotel has 279 guest rooms and more than 15,000-square-feet of meeting space which can accommodate up to 500 guests. The new Executive Meeting center includes:

Ergonomically designed conference seating for maximum comfort, dedicated meeting space with white board walls and built-in audio visual, state-of-the-art technology for the most dramatic presentations, meeting rooms, ranging from approximately 650 to 2,500 square feet, and **PURE air purification / filtration system** in every conference space

The PURE rooms and conference spaces are treated with the latest technologies available. In-room filtration systems purify air particles, while surfaces are treated to minimize the growth of bacteria. The allergy-friendly hotel accommodations and the conference center are nearly 98.9% allergen-free and include:

- Sanitized heater and air conditioner, further cleaned with PURE Tea Tree Oil
- Cleansed and sanitized soft surfaces, to eliminate contaminants that trigger allergies
- PureShield application on all surfaces, to minimize the growth of bacteria
- One-time high ozone shock treatment, to remove any remaining allergy triggers, and to eliminate room odors
- In room air purification system

The Silver LEED (Leadership in Energy and Environmental Design) certification, which includes a rigorous third-party commissioning process, offers compelling proof that the hotel achieved its environmental goals and the building is performing as designed. The LEED rating system offers four certification levels for new construction -- Certified, Silver, Gold, and Platinum -- that correspond to the number of credits accrued in five green design categories: sustainable sites, water efficiency, energy and atmosphere, materials and resources, and indoor environmental quality.

IACC (International Association of Conference Centers) assures that its members have the most productive meeting facilities around the world. These facilities represent the highest-quality venues available to meeting professionals on a global basis. Doubletree's mission to assist all the needs of its customers is proven through its Complete Meeting Package (CMP), an all-inclusive package which includes special offers for accommodations, meals, meetings and services that will complete any successful conference.

"We are pleased that the Doubletree decided to move forward and not only install the PURE rooms, but also extend the PURE amenity for its EMC," said Brian Brault, CEO of PURE Solutions. "We are proud of the certification, on behalf of the hotel, and we can ensure that its guests will have a better night's sleep and the meeting facilities attendees will be able to focus more."

About Doubletree Hotel

The Experience

After a multi-million dollar renovation, the Doubletree Hotel and Executive Meeting Center Palm Beach Gardens reveals itself as the area's trend setter. Inspired by the Art Deco of South Beach, our progressive hotel emphasizes a unique experience using earth-friendly practices and room innovations. We create a multi sensory experience in our lobby, lounge and restaurant while still exemplifying the classic warm welcome symbolized by the famous DoubleTree cookie.

About PURE Solutions North America

PURE Solutions has innovated a system for hotels and conference centers that provides PURE rooms, an allergy-friendly room which results in indoor environments that have been treated to remove up to 98% of bacteria and viruses. The PURE room concept utilizes State-of-the-art purification techniques whereby each room is treated comprehensively to remove allergens and irritants from all surfaces, fabrics and air flow. Over 50 of the nation's top hotels have installed PURE to date and this system is being adopted at a rapid rate by hotels worldwide. Pure Solutions received the 2008 Innovator Award from The School of Hotel Administration at Cornell University. For further information, see www.Pureroom.com.

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