Mr. James Richman
Richloom Fabrics Group
261 Fifth Avenue
New York City, NY 10016

August 10, 2009

Re: Odor Eliminating/VOC Reducing Fabrics
Summary of Independent Test Lab Results

Dear Mr. Richman:

I am pleased to report that the Air Pollution Reduction Study performed on Richloom fabrics treated with PURETi Fresh by Primetime Testing Laboratory, a highly regarded independent testing laboratory in Clinton Township, MI, has confirmed our subjective experience. The PURETi/Richloom curtains have been found to be an exceptionally effective new way to eliminate noxious odors and reduce harmful VOCs (volatile organic compounds) in interior environments.

The attached results validate the outstanding capability of PURETi Fresh treated window curtains to reduce and eliminate bad odors, such as cigarette smoke, from the air inside a room.

The study simulated real life and real light conditions of an average curtain in an average room (approx. 350 sq. ft.). The treated Richloom curtains were exposed to cigarette smoke, nicotine and a typical VOC present in smoke. The study used two samples, a standard Richloom fabric sample as control sample, and a Richloom fabric sample treated with PURETi Fresh.

Two main conclusions can be drawn from this study:

1. The odor elimination properties of PURETi Fresh worked immediately upon contact with the treated surface, in this case the Richloom fabric. **In only 20 min of exposure, the PURETi treated Richloom Fabric removed 84% of the Nicotine in the air – a performance that was 6 times better than the control.**

2. **PURETi Fresh works on a continuous basis.** This study shows and proves that under a standard test methodology, a Richloom fabric treated with PURETi Fresh will effectively reduce the organic components of cigarette smoke even in premises where there is low to zero air flow exchange.

We look forward to working with Richloom Fabrics to bring this exciting new technology to the world of home furnishings.

Best regards

Glen Finkel
President
PURETi Inc.