

CLEANING UP INDOOR AIR QUALITY

New Certification Standard for Cleaning Products Will Help Millions
of People Make More Educated Choices

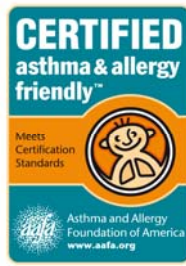
(November 17, 2009 - Washington, DC) The growing **asthma & allergy friendly™** Certification Program announced today that it has developed and adopted a certification standard and testing protocol for Non-Disinfecting Hard Surface Spray Cleaning Products. The **asthma & allergy friendly™** Certification Program administered by the Asthma and Allergy Foundation of America (AAFA) in partnership with the international research organization, Allergy Standards Limited (ASL), is an independent, non-exclusive certification program created to scientifically test and identify consumer products that are more suitable for people with asthma and allergies.

According to AAFA, a growing body of scientific evidence indicates that air within homes and other buildings can contain more allergens and polluting agents than outdoor air. Individuals who suffer from asthma and allergies are more likely to react to the various biological and non-biological allergens and irritants found indoors such as house dust, volatile organic compounds (VOCs), and more. Removal, avoidance and control of these types of allergens and irritants in the home are now generally accepted by health experts as appropriate preventative strategies for people with asthma and allergic diseases, complementing the overall concepts of home health and indoor air quality (IAQ).

House Dust Can Be Unhealthy

Particles within house dust vary greatly with contributions being made by a myriad of different organic and inorganic materials (e.g. human skin, animal dander, mold spores, dust mites, pollen, textile fibers, microorganisms, toxins). Depending on its contents, dust can be categorized irritating, allergenic or sensitizing and the health risk depends upon the type of dust and the exposure level.

Recently the California Environmental Protection Agency (Cal / EPA) issued a "*Statement of reasons for proposed amendments to the California Consumer Products Regulation*" and has identified cleaning products as an area where a reduction in the level of VOCs used is necessary. VOCs are among the most common non-biological airway irritants and their impact on the health of adults and children has been extensively studied.



First Certified Cleaning Product

The first Non-Disinfecting Hard Surface Spray Cleaning Product to be Certified **asthma & allergy friendly™** is the Endust® Free brand dusting and cleaning spray made by Sara Lee. It is now available in all Wal-Mart, Kmart and major grocery stores nationwide. For more information, please visit www.endust.com or call 1-800-392-7733.



The new Certification Standard for Non-Disinfecting Hard Surface Spray Cleaning Products (ASP: 09-01/101) is designed to assess the effectiveness of a cleaning product for reducing allergen levels and limiting exposure to airborne particles. The **asthma & allergy friendly™** Certification Mark is awarded only to those cleaning products that have been scientifically proven to meet the strict standards set by the program. An abstract of the new certification standard is available online at www.asthmaandallergyfriendly.com.

About AAFA

The Asthma and Allergy Foundation of America (AAFA) is the leading national nonprofit organization fighting asthma and allergic diseases. AAFA provides free information, conducts educational programs, fights for patients' rights, and funds research to find better treatments and cures. www.aafa.org

About ASL

Allergy Standards Limited (ASL) is a physician led global certification company that prepares independent standards for testing a wide range of products to determine their suitability for asthma and allergy patients. ASL's management team possesses specialist skills in a variety of medical fields including asthma and other allergic diseases. www.allergystandards.com

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