

NEW TOOLS IN THE BATTLE AGAINST ASTHMA AND ALLERGIES

Certification Program Launches New Interactive Web Site to Help Make Consumers' Homes More "Friendly"

(June 8, 2009 - Washington, DC) The **asthma & allergy friendly™** Certification Program announced the launch of its newly redesigned, Web site, www.asthmaandallergyfriendly.com. The new interface offers consumers interactive tips, tools and downloadable materials to help make their homes more suitable for people with asthma and allergies.

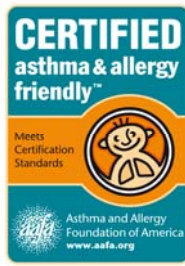
Asthma and allergies strike nearly one in four Americans, over 60 million people. Both diseases cause adults to miss work, children to miss school and are leading causes of emergency room visits across the country. Reducing the sources of asthma and allergy triggers and avoiding exposure to allergens is called "environmental control," and it's a cornerstone of the modern care guidelines for these chronic diseases. Learning how to reduce exposure to allergens and irritants in the home is an important part of daily life for patients and their families.

The **asthma & allergy friendly™** Certification Program's Web site, www.asthmaandallergyfriendly.com, now offers users an easy-to-navigate interface featuring tools to help asthma and allergy patients with their allergen avoidance and environmental control plans. New features include:

- A full list of Certification Standards, certified products and the features that make each product suitable for asthma and allergy patients
- Multi-media videos, hyper links and informational downloads about asthma, allergy and environmental control
- A Resource Library with information and publications from sources such as the National Institute of Health (NIH), the Centers for Disease Control (CDC) and the Environmental Protection Agency (EPA)
- Convenient quick reference tabs for information and searches on the top of every page
- A Product Registration area where consumers can register their certified products and request email reminders about product maintenance according to the recommended instructions

Asthma and allergy care is best when patients work with their doctors to develop a management plan that includes proper instructions for daily treatment, emergency care and prevention. To learn more about the Certification Program, the Certification Standards and Certified **asthma & allergy friendly™** products, please visit

www.asthmaandallergyfriendly.com .



About the Certification Program

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 program created to scientifically test and identify consumer products that are more suitable for people with asthma and allergies.

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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Contact:

Brian Oliver, **asthma & allergy friendly™** Certification Program

202.466.7643 x224

brian@aafa.org