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UltimateAir®

PRESS RELEASE

UltimateAir Introduces Referral Incentive Program

Customers now receive \$100 for new referrals

ATHENS, OH – April 26, 2010 —UltimateAir has announced a new program designed to reward customers who refer new customers to UltimateAir.

The program is available to any existing customer who owns a RecoupAerator ERV and has registered their warranty. If a customer refers a friend or family member to UltimateAir, and that referral results in a sale, the referring customer is paid \$100.

“We recognize that our single most productive source of advertising is our base of existing customers,” said Mike Warren, Director of Sales and Marketing. “We’re constantly getting calls from new customers who say they were referred by a friend or family member, so this is our way of saying ‘thanks’.”

As an additional incentive, there is no limit to how many times a customer can qualify for the referral incentive .

“UltimateAir is the recognized leader in performance and technology in our industry,” said Warren. “Now we want to become recognized as the easiest company to do business with as well. We value our current customers and want to continue to build those relationships while also creating new ones.”

Headquartered in Athens, Ohio UltimateAir is the nation's leading manufacturer of Energy Recovery Ventilators, specializing in improving Indoor Air Quality since 1989. To learn more about UltimateAir please visit our web site at www.ultimateair.com.

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