



LIGHTAIR Introduces New Products and Expands Offerings at 2011 International Home & Housewares Show

Chicago, IL (February 8, 2011) - - Following the successful U.S. launch of the IonFlow 50 ozone-free air purifier, LIGHTAIR will debut new products and style options at the 2011 International Home & Housewares Show. Reinforcing its commitment to offering healthy home solutions that combine design & functionality, LIGHTAIR's enhancements to the increasingly popular series will include new models, finishes & color options. The show will take place March 6-8, 2011 at McCormick Place in Chicago.

Unlike other air purifiers, the award-winning IonFlow 50 uses the best of its patented advanced ozone free ionization process, that create an economic and environmentally viable product to keep air clean and healthy 24 hours a day. Research & development proves that the system effectively removes up to 99.94% of particles in a room, including mold, dust, bacteria, virus, smoke and pet dander.

Offering ultimate style and optimal performance, LIGHTAIR's new IonFlow 50 Signature model utilizes the technology that built LIGHTAIR's revolutionary reputation, but with a distinct redesign. The new, sophisticated version boasts a stylish and natural amber color and a wood grain finish that will be a stylish solution for classic homes.

In addition to the new IonFlow 50 Signature model, upgrades are available for the Style & Surface models. Four new decorative LED lights will be presented as an accessory for consumers to personalize their product. Per LIGHTAIR's commitment to research and quality, each IonFlow 50 has been updated to include a more efficient system and a redesigned ion generator. Innovation created the IonFlow 50's ozone-free technology; innovation continues to improve the family of products.

A preview of LIGHTAIR's newest endeavor, in its conceptual stage, will be given to tradeshow attendees that stop by the LightAir booth. Rising above industry standard, the new product exemplifies LIGHTAIR's dedication to healthy, clean air for homes and businesses across the globe.

For more information, please visit www.lightair.com or watch the video at <http://www.lightair.com/show.php?id=1142166>.



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About LIGHTAIR

LIGHTAIR is setting a new standard with revolutionary technologies and aims to develop and manufacture the world's best choice of Air Management Products. Lightair's priority is to improve people's health and comfort and offer adaptable solutions to indoor air quality problems affecting a wide variety of segments. LIGHTAIR - Air purification for life.



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