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**YOUR HOME: GREENER THAN GREEN... AND CLEANER THAN CLEAN**  
*Introducing the ionator HOM™ consumer cleaning and sanitizing revolution*

**ROGERS, Minn. — March 11, 2010** — Now there is a way to effectively clean your home without the use of chemicals. Activeion Cleaning Solutions, LLC ([www.activeion.com](http://www.activeion.com)) introduces the new ionator HOM™, a revolutionary appliance that converts tap water into ionized water so everyone, everywhere can clean without chemicals, kill harmful bacteria\* including the H1N1 virus, and protect those in their care.

The ionator HOM is a versatile, on-demand cleaner and sanitizer that adds a small electrical charge to tap water, converting it to ionized water, a powerful dirt-removing and bacteria-killing product. The ionator HOM leaves behind zero chemical residue.

This new technology is rapidly being adopted in schools, restaurants, hospitals, offices and private residences across the globe. Recently, Forbes.com named Activeion one of the ten best “disruptive technologies that could change the world.” The company has received the Innovation Award from the Healthy Schools Campaign, the Kitchen Innovations award from the National Restaurant Association, as well as the Green Dot Award™.

“The promise of the technology is what attracted me,” says Activeion spokesperson Bill Nye, The Science Guy ®. “It’s an example of how we can use our scientific

knowledge and manufacturing expertise to do more with less—and improve the lives of people everywhere.”

“The ionator HOM is a good choice for humans, animals, and the environment,” says Todd Schaeffer, vice-president and general manager, Activeion Cleaning Solutions. “With just a faucet and an ionator HOM, you’re ready to clean and sanitize, using one of the only cleaners in the world without a chemical-related health-warning label. As we like to say, the ionator HOM hates dirt and loves people.”

The ionator HOM is planet-friendly, eliminating the need for general-purpose cleaning chemicals and the associated production, transportation, management and disposal costs. A study on the professional use of the technology from the University of Tennessee/EcoForm found, when compared to cleaning with traditional chemical detergents, using Activeion technology offers a greater than 97 percent benefit across seven key indicators tied to environmental sustainability.

The ionator HOM is now available at [www.activeion.com](http://www.activeion.com) or by calling 866-950-4667.

*Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minn., is a privately held technology company created to revolutionize the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Activeion’s ionized water technology solutions—including the ionator EXP™ (for commercial use) and ionator HOM™ (for consumer use)—are ideal for restaurants, offices, hotels, hospitals, schools and private residences, and have been featured in the media, including The Doctors and The Ellen DeGeneres Show. For more information, visit [www.activeion.com](http://www.activeion.com).*

\*when used as directed.

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