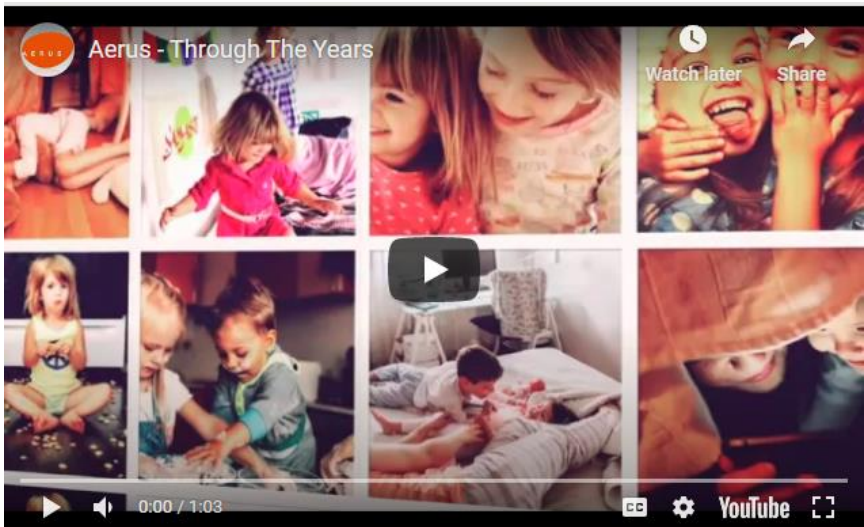




## **Aerus Expands Healthy Home Footprint in Europe with Vitha Group S.P.A. Partnership**

DALLAS (October 16, 2017)... he executive team from Aerus LLC, the Healthy Home leader creating clean, safe and healthy indoor environments for over 50 million customers in North America, recently met with representatives from Vitha Group S.P.A., a joint venture of Italian entrepreneurs committed to providing families with both healthy products for their home and new business opportunities, to plan further profitable expansion and help address some of the indoor air quality challenges facing clients and customers in Europe.

Vitha Group S.P.A. leader Marco Reato and his team flew from Rome, Italy to Dallas, Texas to meet with Aerus CEO Joe Urso for a long weekend to discuss their enduring partnership, future industry expansion and, of course, to experience a rodeo. Created to be a workgroup that prioritizes both the physical well-being of its customer and the financial well-being of its business owners, Vitha Group S.P.A. was founded in 2011 and has resulted in thousands of sales associates in Europe. Mr. Reato was also joined by his wife, Mari Lucia Tumini, and his daughter Alessia Reato, who is not only involved in the business with Vitha Group S.P.A., but is also an internationally recognized and award-winning TV personality and actress.



Starting in February 2016, Vitha Group S. P. A. began commercializing the Aerus Beyond Guardian Air in Italy and has to date begun to expand throughout the rest of Europe. After successfully installing thousands of homes in Italy, they have been extremely happy with the feedback they have been receiving from their newest clients and know that those clients are benefitting tremendously from the Beyond Guardian Air.

Mr. Reato said that “the key to success is having extraordinary, life-changing products like the Beyond Guardian Air and a focus on providing real income opportunities to people.”

Originally established in 1924, Aerus LLC (formerly Electrolux USA) has been North America’s leader in creating Healthy Home technologies and offering exceptional service in more than 70 countries around the world by creating state-of-the-art floor care systems, as well as air and water purification systems.

Together, Vitha Group S.P.A. and Aerus have come together to bring Aerus’ ActivePure Technology to homes and businesses across Europe with the Beyond Guardian Air, the only air purifier on the market that uses an exclusive combination of technologies that include ion generation, a better-than-HEPA filter, Photocatalytic Oxidation and Aerus’ proprietary ActivePure Technology. ActivePure Technology is the only

technology in its class awarded the prestigious Certified Space Technology certification. Aerus and ActivePure Technology were inducted into the Space Technology Hall of Fame by the Space Foundation in 2017.

Beyond by Aerus' ActivePure Technology has been tested in both university and laboratory environments, and has also been used in various commercial and industrial settings that face particular high-risk issues. ActivePure Technology is engineered to eliminate contaminants in the air and on surfaces, and is currently used in homes, offices, hospitals, daycares, hotels and professional sports facilities. ActivePure Technology is proven to reduce up to 99% of surface micro-organisms and dramatically reduce airborne contaminants and allergens.

Joe Urso, CEO of Aerus said, "It was a pleasure to welcome the Vitha S.P.A. team in Dallas. We learned so much from each other and have a strong foundation to build even more successes together. There is no doubt that the group may be the most powerful direct sales organization in the world. In tutto il mondo!"

Mr. Reato, along with team members Carmelo Russo, Mario Pulcini and Loris Sollini, are committed to making every home into a healthy space is an integral part of a larger holistic vision that includes smart solutions for water, coffee, sleep, cooking, cosmetics and air. Mr. Reato said, "The availability of the Aerus ActivePure Technology across Europe means that more families are experiencing the benefits of cleaner, fresher air in their homes and facing fewer bouts of asthma and allergy symptoms."

Loris Sollini noted that, "Italy has a major problem with poor air quality, probably the worst in Europe; therefore it is very valuable for us to have the Beyond Guardian Air to offer to our customers."

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## **ABOUT AERUS**

Since 1924, Aerus LLC (formerly Electrolux USA) has been the Healthy Home leader committed to providing cutting-edge technologies and unparalleled service to create the healthiest homes and living environments in North America and in 70 countries around the world. The Aerus family of companies includes Aerus, Beyond by Aerus, Vollara, ActivTek, and AirScrubber Plus. They are the exclusive worldwide owners of ActivePure Technology, the most powerful air and surface purification technology ever discovered, and the only one in its class recognized by the Space Foundation as Certified Space Technology and inducted into its Hall of Fame. ActivePure Technology has been engineered by Aerus based on technology originally developed by NASA.