



Aerus Inks Exclusive Licensing Deal to Develop State of the Art Sharper Image Air Purification Products

DALLAS (July 2, 2018)...[Aerus LLC](#), the Healthy Home leader providing cutting-edge technologies to create the healthiest homes around the world, recently announced a licensing agreement with ThreeSixty Brands Group, LLC, the owner of the Sharper Image® brand and part of the ThreeSixty Group, a leading provider of branded consumer products to the nation's largest retailers, to manufacture and retail a new line of state of the art indoor air purification products across North America under the Sharper Image® brand.

"The Sharper Image brand is synonymous with innovation and discovery," says Aerus CEO Joe Urso. "Aerus shares this commitment to innovation with a proud history of using technology to create clean, safe and healthy indoor environments for over 50 million businesses and homes worldwide. This agreement gives us the chance to expand our industry leading product offerings within our own retail base and with new retailers across the continent."

The models, expected to launch later this year in 2018, will combine world-class space technologies, originally developed by NASA, with innovative design features. The Sharper Image line will complement Aerus' award-winning, proprietary range of products that incorporate ActivePure® Technology, the only environmental technology proven to actually reduce contaminants in the air and surfaces of the home.

The top of the line Sharper Image air purification products will also include HEPA filters, proven to eliminate 99.97% of common airborne allergens sized at 0.3 microns and larger. HEPA air purifiers are regarded among the most effective air purifiers on the market – especially against dust, pollen, dust mite and other allergens, some molds and animal dander. This will be welcome news for the 50 million Americans suffering from chronic allergies and 26 million Americans diagnosed with asthma.

Aerus has initiated discussions to seek distribution with most major retailers including Amazon, HSN, Walmart, JC Penney, Costco, Target, CVS, Walgreens and more to carry the new air purification products.

"Aerus has always been a mindful steward of brand legacy. Our iconic Model 30 Electrolux was named one of the top 100 industrial designs by the Smithsonian and recently featured on the front page of the New York Times," says Urso. "We look forward to building on the heritage of the Sharper Image brand and engage with a new generation of consumers seeking the very best in indoor air quality."

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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 Aerus Enterprise Solutions. 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. ActivePure Technology has been engineered by Aerus based on technology originally developed by NASA.