



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, D.C. 20460

PREVENTION, PESTICIDES AND  
TOXIC SUBSTANCES

December 23, 2009

Mr. Todd Schaeffer  
Activeion Cleaning Solutions  
21308 John Milless Drive  
Rogers, MN 55374

Re: Review of Press Release

Dear Mr. Schaeffer:

I want to know that the Agency appreciates the opportunity to provide comments on the proposed press release. After a few revisions, I believe the time was well spent. Upon review of the latest draft (see attached), the Agency believes that the claims and statements made are permitted under the device provisions of 40 CFR Part 152.500. Please be aware that this review does not constitute an approval of the company website. If you need further clarification about this decision, please contact Michael Hardy at 703-308-6432.

Sincerely,

A handwritten signature in black ink that reads "Michael Hardy". The signature is written in a cursive, flowing style.

Michael Hardy  
Special Assistant to the Deputy Director  
Office of Pesticide Programs  
US EPA

M. Warty  
12-23-09



**FOR IMMEDIATE RELEASE:**

\_\_\_\_\_, December \_\_, 2009

**CONTACTS:**

(For Company Inquiries) Chris Deets, 612.296.8786  
(For Media Inquiries) Alex Howe, 212.8972.2074

**NEW IONATOR EXP™ KILLS SWINE FLU WITHOUT USE OF CHEMICALS**

*Revolutionary Water-Based ionator EXP™ Cleans and Leaves No Chemical Residue;  
ionator EXP™ Eliminates 2009 Pandemic H1N1 Influenza A Virus in Seconds*

**ROGERS, Minn.**— Newly released lab tests conclude the new ionator EXP™ kills the 2009 Pandemic H1N1 influenza A — or swine flu — virus with a product that simply ionizes tap water. Slightly larger than a spray bottle, the ionator EXP™ from Activeion Cleaning Solutions, is a handheld, on-demand cleaning and sanitizing tool that activates and converts tap water into ionized water, a powerful dirt-removing and bacteria-killing product.

Tests show that the ionator EXP kills the 2009 Pandemic H1N1 influenza A virus in six seconds, and beyond that, the product does not require any additional dwell time to effectively sanitize non-porous hard-surfaces. As always, you should read the label instructions for the use of any cleaner.

“The good news is that schools, hospitals, health clubs and other institutions have a new, water based product to guard against harmful bacteria and the H1N1 virus,” says Activeion Cleaning Solutions CEO Jim Wiese. “The ionator EXP, when used as directed, allows institutions to reduce the risk of exposure to their guests and staff from H1N1 infection from non-porous hard-surfaces. With just a faucet and the ionator EXP, people now have an abundant supply of effective cleaner that also assists the protection of public health and they no longer have the ongoing expense of purchasing cleaning chemicals. This is great news for budgets, cleaning staff, and the environment.”

Because it’s just ionized water, using the ionator EXP™ is a good choice for humans, animals, and the environment, and after use, it leaves behind *zero* residue. In fact, it is one of the only cleaners in the world without a chemical-related health-warning label, providing an excellent alternative for cleaning in occupied buildings. The ionator EXP™ is easy to use: charge the device, fill the reservoir with plain tap water and you’re ready to clean and sanitize.

M. Hardy  
12-23-09



“Testing concludes the ionator EXP™ provides for complete inactivation of the Pandemic 2009 H1N1 influenza A virus, when used as directed,” says Dr. Stephen L. Johnson, former Administrator of the EPA and an advisor to Activeion. The independent third-party lab that performed the test is certified to conduct microbiology testing to the Good Laboratory Practices (GLP) standard.

While the ionator EXP™ is currently available and designed for commercial use, a consumer version, the ionator HOM™ also will be officially available in the spring of 2010 and is now available in limited quantities.

To order the ionator EXP™, visit [www.activeion.com](http://www.activeion.com) or call 866-950-4667.

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*Activeion Cleaning Solutions, LLC, headquartered in Rogers, Minn., is a privately held cleaning technology company created to revolutionize the cleaning industry through the manufacturing, marketing and distribution of advanced cleaning technologies and products. Addressing the ever-growing need for sustainable cleaning, Activeion's ionized water technology solutions, including the Activeion Pro, the Ionator EXP and Ionator HOM, are ideal for offices, hotels, hospitals, schools and private residences. For more information, visit <http://www.activeion.com>.*

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