



FOR IMMEDIATE RELEASE

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COUGH! GAG! GASP! PHEW!

We Americans hate stinky stuff. We're odor gladiators, armed to the hilt with air fresheners of every shape, size and strength, determined to rid our environs of things that reek and offend our olfactory senses.

In our never-ending search for products to tackle odors, we have unwittingly helped create an entire market segment – air fresheners. Air fresheners take many forms – aerosol sprays, solid globs of concentrated sticky stuff, plastic grids filled with gel that get plugged into sockets and activated by heat, scented candles, aromatic oils in little vials, and perfumed beads to be suspended from a special mesh bag.

In 2001, at least seven in ten households in the United States used some form of air freshener. Factor in that the number of households in this country is growing and pet ownership is also increasing. An article titled "Cleaning Up" that appeared in the July 2002 issue of *American Demographics*, reported that the average annual growth rate for air freshener product sales was 8.4% per year from 1997-2001. According to the article, 2001 sales of air fresheners totaled \$1,468,600,000. Mintel International Group reported nearly \$3.4 billion in air freshener sales in 2002.

When you factor in that each of these various types of air freshener products costs, on average, \$3 to \$11, we're talking about a huge amount of money being spent to repel bad smell. Yet despite this consumer obsession with stopping stink, what air fresheners really do is simply mask – rather than eliminate – foul odors. And air fresheners introduce chemicals that build up over time.

All the more reason the new **fresh²** light bulb is such an important innovation. It does double duty, combining something we already buy – a light bulb – with a very desirable side effect – odor elimination, which lasts three years. According to independent tests, the compact fluorescent bulb, which is what **fresh²** is, lasts 10,000 hours or nine years, on average. **Fresh²'s** combination of long-lasting odor elimination and light translates into excellent performance and value.

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