



PRESS RELEASE

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**Allergy Technologies Signs Exclusive Distribution Deal with CKI to Put
ActiveGuard[™] Mattress Liners on Cruise Ships to Kill Bed Bugs**
- Mattress Liners Kill Bed Bugs Dead in 72 Hours and Prevent New Infestations -

AMBLER, Pennsylvania Wednesday, October 20, 2010 – Cadence Keen Innovations (CKI) has recently announced that it will be the exclusive distributor of Allergy Technologies' *ActiveGuard*[™] Mattress Liners, which kill bed bugs within 72 hours, to the cruise industry and other CKI-supported hospitality facilities.

CKI is the leading provider of sleep solutions to the hospitality industry and a preeminent leader of bedding products to cruise line market. *ActiveGuard* mattress liners are a new revolutionary alternative to encasements that are thin, comfortable liners that are odorless – and they work fast against bed bugs.

The new distribution deal makes Cadence Keen the exclusive distributor of *ActiveGuard* mattress liners for the cruise segment of the hospitality industry, according to Gus Carey, founder of Allergy Technologies.

“We are truly excited to be partnering with Cadence Keen Innovations,” said Carey. “Cadence Keen’s leadership in the field of bedding distribution to the cruise line and other sectors of the hospitality industry instantly introduces *ActiveGuard* mattress liners to a global range of customers. Our liners represent an easy and effective approach to killing bed bugs that is unrivaled in pest control.”

So as the war rages on against the bed bug infestation on land, so too will the fight continue at sea, led by Allergy Technologies (www.allergytechnologies.com). *ActiveGuard* mattress liners are a vital tool as part of any Pest Management Professional’s (PMP’s) bed bug treatment and control strategy program.

Essentially *ActiveGuard* is an active mattress and box spring liner that provides a proactive step in any comprehensive bed bug control program for managing bed bugs. The impregnated liner is ideal for all residential applications and allows PMPs to deliver confidence and security backed by years of testing. Unlike encasements, *ActiveGuard* is the **ONLY** unrivaled preventative standalone tool that continues to kill newly introduced bed bugs beyond the life-cycle of this pest.

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Allergy Technologies Nets Exclusive Cruise Industry Distribution – Cont.

ActiveGuard mattress liners have been lab and field tested on a variety of bed bug strains by research entomologists. The liners do not involve any airborne sprays or powders and no maintenance is required. It is one of the few bed bug products with both published lab and field data.

"*ActiveGuard* mattress liners are a revolutionary product that can be used in comprehensive bed bug control strategies and as a standalone preventative tool," said Joseph Latino, Allergy Technologies' Director of Sales and Marketing. "As a preventative tool, *ActiveGuard* is uniquely situated as the only pro-active treatment approach for both mattresses and box springs that continues to kill bed bugs beyond their lengthy life cycle."

ActiveGuard mattress liners are easy-to-install and they deliver a slow-release formulation that kills bed bugs but also kills dust mites in mattresses and box springs for up to two years.

The liners come in four sizes that accommodate most mattresses and box springs, and *ActiveGuard* mattress liners have been lab and field tested on a variety of bed bug strains by research entomologists. The liners need no airborne sprays or powders and no maintenance is required. It is one of the few bed bug products with both published lab and field data.

About Allergy Technologies

Allergy Technologies is a subsidiary of A. Carey Co. LLC, which focuses on using philanthropy as a core business strategy for its businesses. Through its Philanprofit (SM) strategy, a portion of all *ActiveGuard* proceeds go to help fund inner-city homeless and women's shelters and asthma clinics.

For more information, visit www.allergytechnologies.com or call (866) 978-6288.

About Cadence Keen Innovations

Headquartered in Ft. Lauderdale, Fla., Cadence Keen Innovations is a leading provider of sleep solutions to the hospitality, retail and healthcare industries. For more information, please visit www.cadencekeen.com or call 1.888.222.2217.

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