



**FOR IMMEDIATE RELEASE**—October 13, 2008

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## **\*\*\*MEDIA ADVISORY\*\*\***

### **Leading-Authority on Environmental Chemistry & Engineering Announces Innovative Green-Tech Can Solve Issues Facing U.S. Cities**

**...Media Conference Call on Wednesday, October 15<sup>th</sup> Begins at 2 PM EST., Call-In Number  
800.926.5431 ...**

**What:** A major break-through in the global commercialization of a UV-PCO (ultraviolet photocatalytic oxidation) technology has been made through the development PURETi™ photocatalytic surface treatments. The U.S.-based leader in sustainable surface treatments, CSG, recently introduced PURETi UV-PCO technology, which has the capability to minimize damaging air pollutants and significantly reduce water and energy consumption by up to 50 percent. One of the world's top-researchers in the field of sustainable development and novel materials for environmental protection, Dr. Alexander Orlov, will announce how this advancement in green-technology can address environmental and public health issues facing large American cities.

The break-through UV-PCO technology is easily applied by spray to surfaces and can last for up to three years. Since its introduction into the U.S. and North American market in June 2006, PURETi photocatalytic surface treatments have been applied to many iconic buildings, including the Michigan State Capital Building. When applied to a surface, PURETi photocatalytic technology works continually to break-up all organic matter, including smog-causing green house gases and harmful volatile organic compounds (VOCs) such as benzene and formaldehyde.

**Who:** Dr. Alexander Orlov (bio attached in e-mail) is an Assistant Professor of Materials Science and Engineering at State University of New York, Stony Brook. He holds five degrees from various European and United States Institutions, including: Doctoral and Master's degrees in Chemistry from the University of Cambridge (UK), and Master's degree in Engineering from the University of Michigan. Aside from his research and teaching duties at Stony Brook, Dr. Orlov is appointed by the UK Secretary of State to advise the current Labour Government on such environmental issues as hazardous substances and the environmental impact of nanotechnology. He will be available for a question and answer period following an opening statement.

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**When:** Wednesday, October 15, 2008  
2:00 PM EST.

**Where:** Toll-free media conference call number 800.926.5431. A transcript of the call will be e-mailed to all those who participate in the media conference call. For background information on CSG and its PURETi breakthrough photocatalytic technology visit [www.pureti.com](http://www.pureti.com). Arrangements for one-on-one interviews can be made by contacting Mike Brinich at 248.997.3270 or [mikeb@csggrp.com](mailto:mikeb@csggrp.com).

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